



LGPS “Fit for the Future”

Wales Pension Partnership Submission to Government:

A standalone LGPS pool for Wales

February 2025

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This submission has been prepared by the Wales Pensions Partnership (WPP) and is in response to the Government's request for proposals that meet the requirements of the LGPS "Fit for the Future" consultation (November 2024) and "guidance for pool submissions" set out in the Ministers' letter to WPP dated 2 December 2024.

WPP is committed and aligned to the Government's objectives, including the transfer of all remaining assets to pool management quickly and the intention to further increase the benefits of LGPS investment pooling, including increasing the focus on local investment and supporting UK growth.

We appreciate the Government's acknowledgement in the consultation (para 62) that there are unique considerations in respect of Wales supporting the continuation of a separate investment pool for the 8 LGPS Administering Authorities in Wales as a devolved nation. We propose adaptations to our operating model, including the establishment of an FCA-regulated investment management company ("IM Co"), to meet all of the Government's requirements.

Details of our plans for the WPP to continue as a separate pool, uniquely placed to deliver benefits to LGPS scheme members in Wales, and to continue to bring wider benefits through local investment in Wales and the rest of the UK are set out in this submission and are aligned with Government criteria – scale, resilience, value for money and viability against deadline.

We look forward to any feedback you may have on our submission. In the meantime, we will continue with the implementation work that is already underway.

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Members of the WPP Joint Governance Committee

For and on behalf of WPP

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1. Introduction: WPP today and Building for the Future

The WPP to date

The WPP is a geographic collaboration representing all LGPS pension funds in Wales.

Collaboration across the 8 LGPS pension funds in Wales is not new – these funds have a long and proven track record of working together. The 2013 report “Welsh LGPS – Working Together” identified that a joint approach delivers the economies of scale, operational efficiencies and improved investment outcomes that underlying funds want, while being the catalyst to identify local investments and establish responsible investment and other policies.

The strategic business case for the 8 Welsh LGPS funds to form an investment pool for Wales was built on the solid foundations laid in the existing close working relationships. It also, importantly, offered an opportunity to establish an investment pool for Wales reflecting the unique cultural and national characteristics of a devolved nation, with the chance to make a difference for the LGPS stakeholders in Wales. From a practical perspective, the proposal addressed the regulatory obligations around The Welsh Language Act, The Well-being of Future Generations (Wales) Act and the distinct audit regime present in Wales.

The formal establishment and structuring of the WPP in 2015 was fully compliant with Government criteria at that time, while meeting the strategic requirements of the underlying 8 Welsh LGPS pension funds, reflected in the representative, open governance and operational framework established. The model was fully committed to leveraging the skills and expertise of the market, hiring both the underlying pool architecture and investment management capability while exercising its status as an investor of significant scale to deliver fee savings and operational benefits to the underlying funds.

Successes of WPP to date include:

- 70% of assets pooled
- Robust governance and a highly aligned collaboration between the administering authorities in Wales
- Delivered fee savings of £40m
- Dedicated pooled investment vehicles for WPP investors
- Establishing a range of 10 multi-manager listed asset sub-funds to meet investment strategy needs of administering authorities
- Establishing private market funds in Private Debt, Infrastructure, Private Equity and Real Estate
- Delegated Portfolio Management and Implementation Services across listed assets and private markets
- Responsible Investment Policy, Stewardship & Engagement Policy, Risk Management framework
- Voting and Engagement provider appointed to implement pool policies
- Pool stock lending programme to add value to administering authority investments
- Pool training programme established for JGC, administering authority S101 committees and local Pension Board members to support good governance
- Establishing a stakeholder engagement group
- Local/national (Wales) impactful deployment of capital (by investing in renewable infrastructure, affordable housing, battery storage, natural capital)

The WPP – Fit for the Future

WPP welcomes the Government review launched on 14 November 2024, and the formal WPP response to that consultation has been submitted in accordance with the timetable. It concurs with the Government conclusions in paragraph 62 of the consultation:

“62. In particular, the Wales Pension Partnership operates within a devolved nation and has separate partnerships with the Welsh Corporate Joint Committees. It may therefore make sense for Welsh LGPS funds to continue in a separate pool.”

Having undertaken a thorough consideration of other options, it is clear that merger or becoming a client of another pool would not be a “more cost effective or otherwise preferable approach to achieving compliance”.

This submission sets out the compelling business case for the WPP to remain a standalone investment pool for Wales, building the additional requirements for the pool operating model set out by Government in the consultation. This builds on the success of WPP to date and delivers across the range of objectives that the Government has set out in its ambitions for the progress of the LGPS – specifically, the LGPS in Wales. This submission demonstrates WPP’s ability to deliver across all fronts as a standalone investment pool.

WPP proposes to establish a standalone Financial Conduct Authority (“**FCA**”) authorised investment management company (“**IM Co**”) in line with Government criteria and to move all WPP assets into IM Co management in line with the timescales outlined. This submission also demonstrates the objective evaluation of our plans against the Government’s identified criteria (Benefits of Scale, Resilience, Value for Money, Viability against timeline) and how this is optimal compared with other options.

The decision to build a WPP IM Co offers a unique opportunity to establish a material centre of excellence in LGPS investment in Wales, creating valuable career opportunities while enhancing the financial services sector in Wales.

The proposed target operating model builds on the success, positive experience and professional strategic relationships established and developed in the WPP journey to date. This approach is also adopted to expedite the ‘transition’ to the new operating model by the specified date of March 2026 and shall continue to leverage the benefits of the scale that our partners have in the market, while building capability to identify and undertake due diligence on local investments, provide investment advisory services and manage legacy assets.

In time, WPP IM Co plans to deliver additional benefits to administering authority investors by extending the range of in-house investment management capabilities.

The strategic relationships established with our existing service delivery partners enable a logical evolution of the current WPP model into a standalone FCA-regulated IM Co. Subject to appropriate steps to ensure compliance with public procurement law, we intend to transfer these relationships into the new IM Co and day 1 operating model. The model harnesses the experience and resourcing of these already FCA-regulated partners, which will greatly assist the process to form an FCA-regulated IM Co and satisfy the rigorous application criteria, advising and assisting on the appointment of the key senior management personnel required by the FCA upon authorisation while providing the resourcing to deliver IM Co investment advisory services.

When appraising other pool options, avoiding the need to transition WPP assets into another LGPS pool was a significant factor given the considerable transition costs involved, which have been conservatively modelled at approximately £45m on listed actively managed assets alone. (Source: Russell Investment Management) There would be further additional transition costs on passive listed and private market assets.

Under merger, there would be dilution of WPP’s voice in governance as a shareholder or client compared to the preferred alternative. This could limit our ability to direct local investment to communities in Wales, for example. Merger requires partner fund agreement, FCA authorisation and asset transition. It would also take several years, diverting resources from delivery without obvious compensating benefits.

Establishing the WPP IM Co ensures the retention of the corporate memory of administering authorities in Wales to enable the continued efficient management of the portfolio of legacy assets, which would be lost if forced to transition to another pool. This submission shows that on balance, for all the reasons identified here, other pool options have been discounted. At the same time, we will continue to seek opportunities for collaboration across pools, including co-investment opportunities that support UK growth.

The formation of WPP IM Co presents a once-in-a-generation opportunity to create a standalone LGPS Investment Company for the benefit of all the stakeholders of the underlying 22 local authorities in Wales, 382 employers and 412,000 members. Not only can the WPP continue to invest for, and safeguard the LGPS pensions of, its members, it shall have the chance to continue in its role investing locally throughout Wales and the rest of the UK, working with Councils, Corporate Joint Committees, The Development Bank of Wales, British Business Bank and Welsh Government, promoting economic growth, providing employment, safeguarding clean energy and enhancing the wider infrastructure of the country, for the benefit of the people of Wales.

2. Executive Summary

Options analysis and decision to build

- 2.1 The WPP administering authorities strongly agree with the Government's view in the "Fit for the Future" consultation (paragraph 62) that there are unique considerations in respect of Wales supporting the continuation of a separate investment pool for the 8 LGPS funds in Wales.
- 2.2 Continuation of a separate investment pool for Wales is necessary to reflect the unique cultural and national characteristics of a devolved nation.
- 2.3 We believe it is the only option that will ensure the WPP is able to effectively direct local investment to promote economic growth and support communities in Wales (a key goal for a standalone pool for Wales) and can also effectively and cost-efficiently deliver the specific responsible investment goals of LGPS stakeholders in Wales. (An example is the forthcoming launch of passive mandates specifically aligned to WPP's responsible investment policies.)
- 2.4 This approach offers a unique opportunity to establish a centre of excellence in LGPS investment in Wales, creating career opportunities and enhancing the financial services sector in Wales, building on the success of Development Bank of Wales. From a practical perspective, it is the most credible approach that enables us to comply with regulatory obligations around The Welsh Language Act, The Future Generations of Wales Act and the distinct audit regime in Wales.
- 2.5 Options to merge or become a client of another pool were given thorough consideration by WPP. Those options do not address the unique considerations in respect of Wales, would result in diluted influence as clients and shareholders to shape LGPS investment services to meet the needs of stakeholders in Wales, would be ineffectual in directing local investment to the Welsh economy and communities and would potentially incur £50m or more costs for LGPS stakeholders (investment transition costs on listed assets, legal and other advisor costs and costs of winding up current pooling arrangements) without any material offsetting cost savings.
- 2.6 We therefore plan to continue as a separate investment pool and adapt our operating model to meet all Government requirements, including establishment of an FCA-regulated investment management company ("IM Co").

Build proposal: meeting Government's new pool operating model requirements

- 2.7 WPP starts with many of the key elements of the required operating model in place – pooling vehicles including dedicated Authorised Contractual Schemes (ACSs) for WPP actively managed and passive investments, delegated implementation services and delegated discretionary investment management via FCA-regulated fund "operators" and portfolio managers across listed and private market assets and collective client-side governance and oversight of WPP pool service providers.
- 2.8 We will add to our operating model an FCA-regulated IM Co with both advisory and investment management permissions. It will be staffed by experienced industry professionals. The IM Co will provide implementation services (transferring any remaining local implementation work to the IM Co and over time developing in-house portfolio management capabilities), investment advice, local investment capability (sourcing, assessing and managing local investments) and legacy asset management (i.e. it is expected all legacy assets will be under pool management from day 1).
- 2.9 With the support from and validation by existing service providers and advisors (including specialists in compliance and FCA authorisation) we have completed the high-level design work on the new target operating model for the new FCA-regulated IM Co and client-side governance.
- 2.10 WPP IM Co will continue to use existing and new third party delegates to support delivery of services (e.g. fund operators, discretionary managers for listed and unlisted assets and investment advisors). This gives WPP access to scale benefits of service partners, provides resilience in the operating model, reduces implementation risk (reducing hiring and build requirements for day 1) and enables a gradual transition to increased capabilities in respect of in-house portfolio management and advisory services. This approach also buys time for the new-hire CEO and their team to shape the WPP IM Co's future development and growth in service provision.

- 2.11 We plan additional new elements in the governance framework, including a client-side Shareholder Board with representatives of all administering authorities. The role of the Shareholder Board is to agree shareholder “reserved matters” in respect of the WPP IM Co (wholly owned by the administering authorities), including approval of business plans and budgets proposed by the IM Co and its senior hires.

IM Co implementation and running costs

- 2.12 Based on the target operating model, we have fully assessed day 1 and day 2 in-house resource requirements, technology requirements and costs (including external service partner costs).
- 2.13 The estimated additional annual running costs of the new operating model on day 1 are £5–5.5m annual after deducting administering authority cost savings (including transfer of advisory services to WPP IM Co, centralised production of reporting across all assets for each administering authority by the IM Co and a further reduction in any remaining local involvement in investment implementation). IM Co costs will rise as it increases its in-house management capability over time and external spend on investment management and other services will reduce.
- 2.14 In the medium and long term, WPP is aiming to deliver financial benefits that exceed the additional costs of the new operating model e.g. by bringing “in-house” an increasing range of portfolio management activities on listed and unlisted assets over time. In addition, WPP believes the standalone investment pool will have governance benefits that will add significant value over time.
- 2.15 WPP administering authorities will provide Regulatory Capital (estimated to be £5–10m, with this estimate to be finalised as part of the risk-based assessment required when the authorisation application is submitted to the FCA this summer).
- 2.16 The WPP has established a project budget for the delivery of the reforms set out in this submission, which is estimated to be circa £1.6m (legal advisors, specialist compliance support, investment consultants and project managers). In addition, there will be salary costs for personnel onboarded before March 2026 to assist in setting up and testing systems, processes and controls before going live.
- 2.17 There are no investment transition costs. This is a key difference from a merger and one of the reasons that option was discounted. Merger also has project implementation costs (legal, transition management advice, project management). We estimate investment transition and other implementation costs for a merger to be potentially c£50m or more.

Implementation Plan

- 2.18 Our project delivery team including programme management was mobilised in December 2024. A project team composed of officers, our strategic delivery partners, legal advisors and programme management support reports weekly to a Steering Group (S151 officers). The JGC members (Chairs of S101 committees) are briefed regularly and provide sign-off at key points, including approval of this submission to Government.
- 2.19 Implementation is underway. We set out our detailed implementation plans in section 6. Critical path elements of the implementation plan include the “governance pathway” (obtaining necessary individual administering authority governance approvals including budget sign-off), commencing search and selection for senior roles in March 2026 and preparing to submit in summer an application to the FCA for authorisation of the WPP IM Co.
- 2.20 We have no concerns on FCA authorisation. Our specialist advisors will support the FCA application process and ensure our application is “approval ready”. The FCA assigned a case team in January and regular touch-points are scheduled from now through to submission of our authorisation application. Our initial discussions with the FCA case team have been positive and constructive.

Benefits delivery

- 2.21 Continuation of a standalone LGPS investment pool for Wales and the planned further development of WPP’s pool operating model and investment capabilities will deliver significant benefits for LGPS stakeholders and the people of Wales including:
- building on a long history and success of collaboration of the partnership

- a pooling model where success will be defined and measured by its ability to deliver for Wales and the UK
- local investment to promote economic growth and support communities in Wales, building on the success of Development Bank of Wales and initiatives such as Cardiff Capital Region/Corporate Joint Committees
- additional financial savings from bringing an increasing range of portfolio management and advisory services in-house over time
- further reducing local administering authority costs (reporting, managing local/legacy investments, etc)
- delivering the specific responsible investment goals of LGPS stakeholders
- continuing to benefit from the global scale and purchasing power of our strategic delivery partners
- the ability to review service providers periodically to ensure best-in-market service delivery and value for money.

Government assessment criteria

- 2.22 Benefits of Scale: WPP's current pooling model already delivers scale benefits, offering access to a wider range of asset classes and cost savings from global scale and purchasing power of service delivery partners. This has been validated by independent cost and performance bench-marking specialists CEM. On actively managed listed assets alone, WPP saved administering authorities £10.3m net of pooling operating costs. Our planned further development of WPP's operating model and investment capabilities will, over time, deliver additional scale benefits including material additional financial savings and local investment capability.
- 2.23 Resilience: a robust governance framework supported by a pool oversight advisor oversees current delegated implementation services. Delegates have the high standards of operational resilience required to meet FCA regulatory requirements. Additional new elements of the governance framework will include a client-side Shareholder Board with representatives of all Welsh administering authorities. As an FCA-regulated entity, the WPP IM Co will be subject to regulatory requirements in terms of conduct, systems, processes and controls that provide additional resilience and assurance to administering authorities as clients and investors. Senior Management Functions will be supported by capable and experienced professionals to provide additional resilience to WPP IM Co. In addition, strategic delivery partners have access to deep and broad resource pools (global in some cases) and can be more easily replaced than an underperforming in-house function.
- 2.24 Value for Money: see points above on cost savings from global scale and purchasing power of service partners. In future, WPP IM Co will take on more in-house management, delivering further cost savings. The new operating model will also reduce administering authorities' local costs (advice, reporting and any remaining investment implementation activities that will move to the IM Co).
- 2.25 Viability against deadline: please see implementation plan above. WPP and its advisors are confident that the additional new requirements for the pool operating model can be put in place by March 2026. This is subject to the Government confirming its proposed requirements as soon as possible to enable local authority governance approvals to proceed. The FCA has put in place a case team and is in regular scheduled contact. The cost and complexity of the build is significantly reduced because many of the key elements of the required day 1 operating model are already in place (pooling vehicles, delegated implementation services and delegated discretionary investment management via FCA-regulated fund "operators" and portfolio managers across listed and private market assets and collective client-side governance and oversight of WPP pool service providers).

Longer term aspirations – 2030 and beyond

- 2.26 WPP aspires to create a centre of excellence for investment management in Wales, building on the successes of organisations such as the Development Bank of Wales, and recognises the opportunity to become a best-in-class LGPS pool serving its scheme employers and members.
- 2.27 Beyond March 2026, work will continue to further enhance the IM Co's operating model, developing in-house capabilities aligned with the long-term aspirations of Government and delivering benefits to the LGPS and wider communities of Wales.
- 2.28 Our five-year ambition will see opportunities for adding significant value from more in-house portfolio management of listed sub-funds (including "manager of managers" mandates) and private market allocator roles. We have ambitions to become a leader in local and impact investment and will actively engage and collaborate with other LGPS investment pools where there are opportunities to identify and participate in UK investments. Over the same timeframe, we expect to reduce use of strategic investment partners in investment implementation and investment advice services as we build in-house capacity and resilience.

- 2.29 To develop these in-house capabilities, we will need to increase the size and capabilities of the WPP IM Co team. We expect to double IM Co personnel within the first 2–3 years, increasing in-house capacity and capabilities including additional portfolio manager resource and a Head of Responsible Investment to deliver WPP's ambitious responsible investment goals. Our strategic delivery partners will work with us to develop in-house capabilities through knowledge transfer and upskilling WPP IM Co personnel.
- 2.30 Once WPP IM Co is established, the senior management team will prepare a more detailed 5-year plan to the Shareholder Board, prioritising development of the operating model where greatest value can be achieved.
- 2.31 With the above in mind, WPP are mindful of the need to preserve business as usual activity and to minimise disruption to the delivery of existing objectives and priorities while undertaking the reform measures noted. The plans set out in this submission focus on day 1 delivery (Government's "minimum" requirements for March 2026).

Next steps

- 2.32 We look forward to discussing any comments or questions MHCLG and HMT may have on this submission. It will assist WPP and other pools greatly if the Government can confirm its intentions and requirements following the "Fit for Future" consultation. This will help administering authorities with internal governance approvals including expenditure on implementation and hiring. In the meantime, work on implementation will continue.

3. Consideration of other options and decision to build

Having undertaken a thorough consideration of other options, it is clear that merger or becoming a client of another pool would not be a “more cost effective or otherwise preferable approach to achieving compliance”.

3.1 Why build and continue a separate investment pool for Wales?

The Government acknowledges in its consultation (primarily in paragraph 62) that there are unique considerations in respect of Wales supporting the continuation of a separate investment pool for the 8 LGPS funds in Wales.

This is the only option that can effectively ensure the continuation of local investment in Wales to promote economic growth and support communities. Evidence of our work to date in facilitating investments in local investment opportunities in Wales includes:

- 1) Windfarms (Capital Dynamics): c£70m investment by WPP to develop windfarms across Wales. The project is expected to invest in up to 16 onshore wind projects totalling 2.1GW located across Wales, supporting enhancements to existing grid infrastructure;
- 2) Forestry (Gresham House): WPP is currently exploring the potential to invest in a fund that plans to acquire c7,000 hectares of existing productive forestry land to grow and harvest commercial timber across the UK, with a number of forests in Wales;
- 3) Battery storage infrastructure (Quinbrook Infrastructure Partners): c£55m net investment into two projects based in Wales (Rassau, Ebbw Vale and Uskmouth, Newport). 619 jobs created to support the development and construction of these two key Welsh assets, with permanent long-term jobs retained for maintenance and security of assets. 115 megawatts of new (and therefore additional) capacity generated from Uskmouth asset to National Grid (supporting wider Government objectives).

Continuation of a separate investment pool for Wales is also the only option that can effectively and cost-efficiently deliver the specific responsible investment goals of LGPS stakeholders in Wales. An example is the development by Blackrock of a passive investment ACS vehicle for WPP with a bespoke passive mandate specifically aligned to WPP's responsible investment policies.

Building on our existing operating model leverages the scale benefits of our service partners and their global operations platforms and buying power (Russell Investments, Blackrock, non-listed managers and Waystone) enables WPP to deliver the scale benefits of pooling that are greater than those achievable with WPP assets alone.

This has been validated by independent analysis by CEM Benchmarking, global leaders in cost and performance benchmarking for institutional pension fund asset owners. An example of their analysis is shown below. On actively managed listed assets alone, WPP saved Welsh administering authorities £10.3m (circa 7bps on £14bn assets in the WPP ACS) in the year to end March 2024, relative to what their funds would have expected to pay as individual investors. This saving is net of the costs of the current pool operating model for listed managed assets in the WPP ACS. WPP has also made substantial fee savings by pooling passively managed listed and private market investments.

WPP saved the Partner Funds £10.3 million in the year to March 31, 2024 relative to what those Partner Funds might have expected to pay independently, based on the experience of similar funds outside the pool.

All products and Partner Funds
Distribution of cost savings by sub-fund and Partner Fund: 1 Year to 31st March 2024

	SWA £m	CAR £m	TOR £m	RCT £m	GWY £m	CLY £m	DYF £m	POW £m	Total £m	
UK Opportunities	-	0.1	0.1	-	-	-	-	-	0.1	• The product generating the most savings was the Global Opportunities fund.
Global Opportunities	-2.5	-1.1	-1.0	-0.8	-1.0	-0.1	-	-	-6.5	
Global Growth	-	-0.3	-	-1.9	-0.6	-	-1.5	-0.2	-4.3	
Emerging Markets	-	-0.4	-0.2	-	-0.2	-0.2	-	0.0	-0.9	• 8 out of 9 (89%) of products/sleeves delivered savings in the past year to Partner Funds.
Multi-Asset Credit	0.0	-0.1	-	0.0	-	-0.1	-	0.0	-0.3	
Global Credit	-	-0.2	-0.3	-	-	-	-0.3	-0.1	-0.9	
Absolute Return	-0.1	-	-	-	-0.7	-	-	-0.1	-0.9	• 8 out of 8 (100%) of Partner Funds saved by investing through the pool.
Global Government	-	-0.1	-0.1	-	-	-	-	-	-0.3	
UK Credit	-	-	-	-0.9	-	-	-	-	-0.9	
Total	-2.7	-2.0	-1.6	-3.6	-2.4	-0.5	-1.8	-0.4	-14.9	
Invoiced 23/24 pool fees*	0.6	0.8	0.8	0.9	0.6	0.3	0.5	0.1	4.6	
Total (less invoiced pool fees)	-2.1	-1.2	-0.8	-2.7	-1.7	-0.1	-1.3	-0.3	-10.3	

Once WPP's FCA-regulated IM Co with advisory and investment management permissions is established, we expect IM Co to take on an increasing number of portfolio management responsibilities over time, further removing some external partner costs and delivering additional cost savings to offset against the additional costs of running the WPP IM Co. IM Co management will assess the business cases that will determine the priority order for taking on additional in-house portfolio management activities over time.

3.2 Reasons for ruling out merger and becoming a client of other pools

WPP has had informal discussions with a number of other LGPS pools and has considered options for merger or becoming a client of another pool.

Merger or becoming a client of another pool would weaken the voice of Wales in investment pool governance, reducing or removing our ability to effectively direct LGPS investments to local investment for economic growth in Wales and deliver the responsible investment objectives of Wales. These will form key strategic requirements of the WPP IM Co, which the 8 Welsh funds will oversee and hold to account as its shareholders.

Merger or moving assets to another pool is likely to result in the costly unwinding of WPP's existing pooled investments. Russell Investment Management's asset transition experts have carried out a detailed assessment of the cost of transitioning to comparable mandates in other pools and have concluded that the cost of transition on actively managed listed assets alone could be c£45m. [See Appendix 1]

Additional costs for a merger, including legal costs and winding up existing arrangements, could take the total cost to more than £50m. Future net-of-fees performance in any pool is obviously an unknown and could not be relied upon to recoup this additional cost. This is, therefore, an unacceptable cost for LGPS stakeholders in Wales.

Benefits of a standalone pool for Wales

Merger or becoming a client of another pool would deprive Wales of many of the benefits of a standalone LGPS investment pool and planned further development of WPP's pool operating model and investment capabilities. The benefits include:

- 1) Dedicated resource working with public bodies and agencies in Wales to source, assess and manage local and impact investments, promoting economic growth and supporting communities in Wales.
- 2) In time, additional financial and governance benefits that are expected to exceed the additional costs of the new operating model. For example, we would expect an increasing range of portfolio management activities on listed and private market assets to be brought under in-house management over time, in line with Government expectations.
- 3) Immediate savings for administering authorities from transferring remaining investment implementation functions to the WPP IM Co, centralising reporting and centralising provision of strategic investment advice in

the WPP Pool Co (initially through competitive procurement of an external partner by the Pool Co) and, in the longer term, greater savings by building an in-house advisory team.

- 4) Transferring components of the existing WPP pooling model to the new operating model (including existing pooled vehicle structures), continuing to benefit from the global scale and purchasing power of service delivery partners (currently including Russell, Blackrock, CBRE, Schrodgers and Waystone) and an ability to review and replace service providers and obtain competitive fees through competitive procurement (in future a responsibility of the WPP IM Co).
- 5) Delivering the specific responsible investment goals of LGPS stakeholders in Wales. An example is the development by Blackrock of a passive investment ACS vehicle for WPP with a range of passive mandates specifically aligned to WPP's responsible investment policies.
- 6) A unique opportunity to establish a centre of excellence in LGPS investment in Wales, creating career opportunities and enhancing the financial services sector in Wales.

From a practical perspective, continuing a standalone pool for Wales enables us to comply with regulatory obligations around The Welsh Language Act, The Well-being of Future Generations (Wales) Act and the distinct audit regime present in Wales.

4. Build proposal: meeting the Government's new pooling requirements

4.1 Current Pool Operating Model

WPP's current pool operating model complies fully with existing Government requirements introduced in 2016 including:

- Pooled investment vehicles for listed and unlisted assets
- FCA-regulated fund operators for listed and unlisted assets (Authorised Fund Managers "AFMs" and Alternative Investment Fund Managers "AIFMs", respectively)
- Delegated "strategy implementation services" provided by fund operators and investment managers appointed by fund operators
- Delivering cost savings

The pooled vehicles include WPP's dedicated FCA-regulated ACS operated by Waystone (the operator/AFM). Waystone appointed Russell Investments, who provide investment implementation services and portfolio management services for a range of multi-manager sub-funds across various listed asset classes. Manager selection is delegated to Russell. Similar arrangements are in place (or, in the case of real estate, being put in place) for unlisted assets with specialist investment managers and fund operators for vehicles holding unlisted assets (private equity, private credit, infrastructure and real estate).

WPP plans to build on the existing pool operating model. Components of the existing model will continue, including the existing pooling vehicles and third party FCA-regulated fund operators (AFMs and AIFMs).

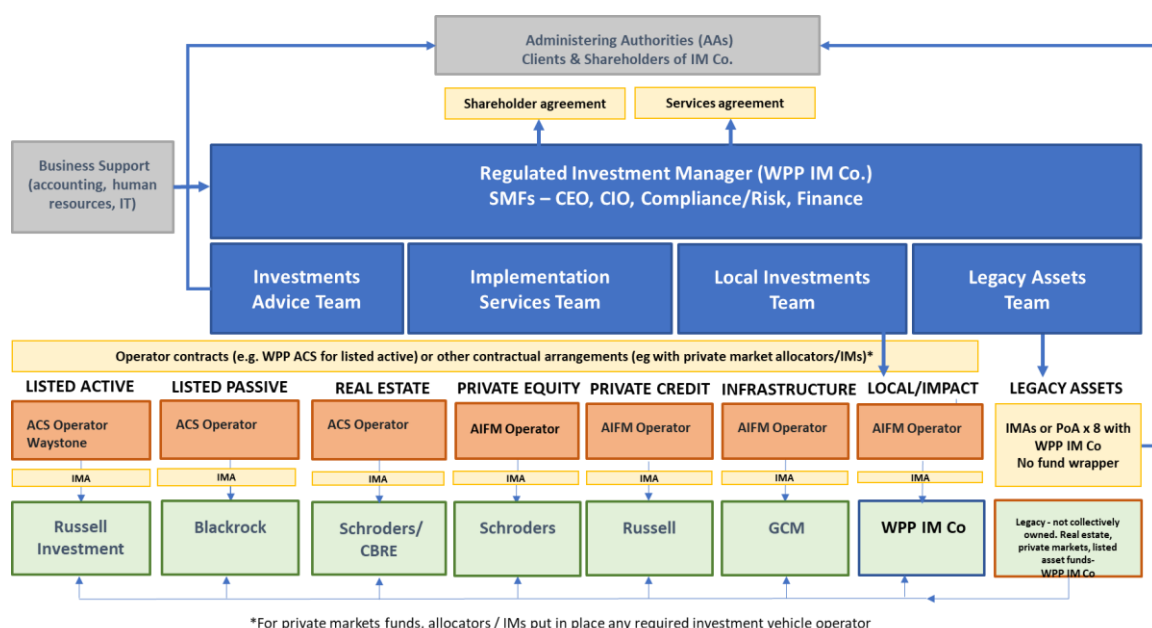
4.2 Government's proposed new Pool Operating Model requirements

WPP will add necessary components to the current pool operating model to ensure it complies fully with additional new requirements specified by the Government in its "Fit for the Future" consultation. Those components and how they will be delivered by WPP are described below.

Government Requirement	Function in WPP Target Operating Model
1) FCA Regulated IM Co	<ul style="list-style-type: none">• WPP IM Co• Makes available investment vehicles required to meet AA strategy needs• Provision of Investment Management to AAs (e.g. Portfolio Mgt Local)• Provision of Investment Advice to AAs• Regulatory permissions required for above (advisory and investment management)• Reporting
2) Implementation delegated to IM Co	<ul style="list-style-type: none">• WPP IM Co CIO and team oversee delegated implementation services (manager selection, tactical asset allocation, rebalancing, transitions, fund switches, etc)
3) Investment Advice provided by IM Co	<ul style="list-style-type: none">• WPP IM Co Advice Team• SAA recommendations for AA decision etc
4) Local Investment capability	<ul style="list-style-type: none">• Set up collective investment fund wrapper• WPP IM Co Local Investment Team• Source and assess opportunities• Manage investments selected for WPP pool
5) All legacy assets under pool management	<ul style="list-style-type: none">• WPP Legacy Assets Team• Manage legacy assets of each AA and transition over time to pool vehicles

4.3 New Target Operating Model

The new Target Operating Model to deliver Government requirements is shown below.



Key features of the new operating model are as follows:

- 1) **Regulated Investment Management Co (WPP “IM Co”)**: An FCA-regulated investment management company (WPP “IM Co” or “Pool Co”) wholly owned by the 8 LGPS administering authorities (AAs) in Wales and run by a senior management team approved by the FCA. The IM Co will have investment advisory and investment management permissions.
- 2) **Dedicated functions for Implementation, Advice, Legacy and Local**: The IM Co will have dedicated teams responsible for:
 - (a) Strategy Implementation Services (providing vehicle building blocks for the asset classes needed by AAs to meet their investment strategy requirements and carrying out all implementation services delegated to it by the AAs including manager selection, rebalancing, etc);
 - (b) Investment Advice (providing strategic investment advice to the AAs);
 - (c) Legacy Assets (so that all WPP investments will be under pool management and current non-pooled assets will be transitioned into appropriate pool vehicles under management of the WPP IM Co; each AA will have an IMA and / or Power of Attorney with the IM Co in respect of its own legacy assets);
 - (d) Local Investments (to source and assess local investment opportunities, decide which should become pool investments and the manage those investments; we envisage establishing a collective investment vehicle for local and impact investments, with a third-party operator and WPP IM Co as delegated investment manager).
- 3) **Existing pooled investment vehicles continue under new operating model**: Existing dedicated pooled investment vehicles for listed assets (including the WPP ACS operated by Waystone) and for private market assets (e.g. dedicated Scottish Limited Partnerships (SLPs) for private equity and private credit assets) will continue under the new operating model.
- 4) **Third party FCA regulated operators of investment vehicles**: The IM Co will continue to use FCA-regulated third party “operators” of pooled investment vehicles where required. This approach is commonly used by investment management companies for reasons of resilience (regulated fund operators can be replaced) and cost efficiency (tapping into the scale benefits of global entities serving multiple investment management companies). The current fund operator (an AFM) for the WPP ACS (investment vehicle for listed, actively managed assets) is Waystone. It currently has an “operator contract” with the 8 administering authorities. These will be replaced by a single operator contract with the WPP IM Co. Waystone selected and appointed

Russell Investments to run the multi-manager sub-funds of the ACS under an Investment Management Agreement. That arrangement is undisturbed by the creation of the WPP IM Co. Where required, fund operator arrangements are expected to remain in place for private markets pooled vehicles (eg SLPs put in place by third party private market allocators appointed by WPP).

- 5) **Passive investments** with Blackrock are already in a pooled vehicle (an ACS) and investment contracts are currently between Blackrock and (individually) the 8 LGPS administering authorities in Wales. Contractual arrangements in respect of these assets will also transfer to the WPP IM Co.

4.4 Services provided by WPP IM Co and how they will be delivered

In this section, we set out the services to be provided by the WPP IM Co to clients (Administering Authorities) and how they will be delivered.

4.4.1 WPP Strategy Implementation Services

All strategy implementation will be delegated by AAs to the IM Co. The IM Co will make decisions on actions to be taken and implement these (similar to the role of a “discretionary” or “fiduciary” manager of private sector defined benefit schemes). In a few limited cases, the IM Co will consult with AAs, e.g. on the pooled investment vehicles required to implement AA strategy decisions and on each of the AA’s specific cashflow needs and the options for meeting these. The implementation services are listed below. The “decide” and “implement” role of the WPP IM Co is consistent with the Government’s proposal in para 32 of the “Fit for the Future” consultation.

	Implementation service	Comments
1	Make available and monitor pooled vehicles with investment and RI objectives to meet client strategy needs	• IM Co agrees new / changed mandates and vehicles from time to time with clients. Covers listed, non-listed, active, passive. Includes ongoing monitoring of Investment Manager performance and risk.
2	For each authority separately manage to asset allocation ranges and rebalance (scheduled regular & exceptional/one-off)	• Agreed and documented policy. Formulaic / automatic when hit tolerances, quarterly/annually or more leeway for IM Co? Common policy for all AAs?
3	Portfolio Manager for sub-funds including review of 3 rd party investment managers and implementation of changes from time to time	• Expect consultative, transparent approach – communicate rationale for change and choice.
4	Portfolio Manager for local investments	• Source opportunities in consultation with local authorities in Wales. Assessment and DD carried out by IM Co (with external support as appropriate eg specialist DD advisors or existing unlisted IMs). Decision on investment for pooled vehicle rests with IM Co.
5	For each authority separately, investment management of legacy assets	• Consult asset owners on proposed / recommended strategy as to how and when transfer to pooled vehicles and on destination (eg wait until natural maturity for PE etc). Duty of care requirements in IMAs. Could be discretionary once approach agreed.
6	Transition implementation (i) within same vehicle and (ii) between / into/out of pool vehicles)	• (i) Implementation decided and overseen by vehicle Operator • (ii) implementation decided and overseen by WPP IM Co. Expect consultation on latter? IM Co selects and appoints any specialist TM and oversees
7	Cashflow: (i) Allocating net new money to pool (ii) Redemptions to meet cashflow needs (eg if negative c/flow or one-offs)	• New money in: allocation as per SAA or specific instructions? • Money out for cashflow needs: Consult and agree approach with client fund and its advisors (eg waterfall specified). Execution “discretionary” (i.e. IM Co decides appropriate actions and timing consistent with client agreement).
8	Selection and appointment of all suppliers of services and advisers to IM Co	• Appointment of Fund operators / AFMs / AIFMs/ custodian. Investment managers and allocators. Third party advisors eg for manager selection, local investment DD, RI, etc.

Under the new operating model, services that may previously have been delivered by local advisors and consultants historically will be provided by WPP IM Co under “WPP Investment Implementation Services”, including:

- Advice on investment opportunities
- Advice on legacy assets
- Advice on asset transitions
- Research and recommendations on asset classes and investment managers

4.4.2 How WPP Strategy Implementation Services will be delivered

March 2026

An IM Co “Implementation Services Team” will be in place, reporting to the CIO. WPP IM Co will be fully responsible for all implementation services, including those delegated to third parties. WPP IM Co will be portfolio manager for local and legacy mandates and there will be external delegate portfolio managers for other mandates.

External strategic delivery partners will support some implementation services on day 1. These may include:

- rebalancing (scheduled and one-off/tactical) of each AA’s assets between pooled vehicles to ensure ongoing alignment to their agreed strategic asset allocation (“SAA”)

- oversight of legacy assets
- implementing approach for delivering income for cashflow needs agreed with clients.

This may be provided by extending scope of Russell Investments services or a new procurement for additional delegated investment implementation services (there is an established market for these services). The approach will be finalised ahead of application for FCA authorisation.

The WPP IM Co will have regulatory and contractual obligations and liabilities in respect of the services provided.

Legal contracts will set out IM Co obligations and liability to administering authorities as clients, including variations in liability limits between different implementation service and fees for services provided.

The IM Co will have professional indemnity insurance (PII) to protect administering authorities as shareholders and clients in the event of errors requiring redress.

How WPP Implementation Services will evolve over time

We expect WPP IM Co to take on the portfolio manager role on a growing number of listed and unlisted mandates potentially including current “manager of managers” listed asset mandates run by Russell Investments.

Over time, WPP IM Co will build in-house portfolio management capabilities in respect of private markets investments.

4.4.3 WPP Investment Advice Services

The main services to be provided are listed below.

Investment Advice Services provided by IM Co
1) Recommendations on investment objectives, return objectives, risk appetites and risk budgets
2) Recommendations on Strategic Asset Allocation (<i>we are assuming more granular than government template with clear definitions of asset categories</i>)
3) Recommend on common investment policies eg RI/ESG
4) Provide “suitability reports” for specific investments
5) Advice on how to meet cashflow requirements
6) Advice on approach to overlays (eg currency hedging)
7) Training as required

How will WPP Investment Advice Services be provided?

March 2026

The WPP IM Co “Head of Investment Advice” will be appointed ahead of day 1. The Head of Investment Advice will procure and direct work of external consultancy firm(s). They may use more than one consultancy e.g. one firm for SAA modelling and advice, other firms for one-off exercises (e.g. further development of RI policy).

WPP IM Co will be responsible for advice given to CAs and will have FCA permissions for the provision of regulated advice.

Client services agreements will cover the various services provided (including any optional services), the obligations and liability of the IM Co and fees.

How service delivery will evolve over time

The core service is modelling and advice on SAAs. To develop in-house capability over time, WPP IM Co will make it a condition of initial procurement of external investment advisors for day 1 that the successful candidates will commit to a programme of upskilling the in-house team, which can be built up over time.

4.4.4 WPP Local Investment Services

A dedicated team within IM Co will oversee local investment services, sourcing and appraising opportunities and making recommendations on those considered suitable for WPP investors. The approach to delivering the services is as follows:

How WPP Local Investment Services will be provided
1) WPP IM Co will appoint a Head of Local Investments
2) They will source local investment opportunities in Wales working with Councils, Corporate Joint Committees (CJCs), The Development Bank of Wales and Welsh Government
3) The WPP IM Co will appoint a third party operator (AIFM) to run a pooling vehicle to collectivise local investments ("WPP Local / Impact Investment Fund"). WPP IM Co will act as Portfolio Manager.
4) The Head of Local Investments will assess investment opportunities with WPP IM Co unlisted investment managers / allocators and use external advisors for full DD as necessary.
5) The WPP IM Co Decides which opportunities are suitable assets for the "WPP Local / Impact Investment Fund" (or WPP unlisted investment funds).
6) Some of the investible opportunities may be taken into WPP's unlisted asset vehicles by the unlisted investment managers and allocators.
7) Others may not be a good fit with their investment objectives and mandates and will instead be held in the "WPP Local / Impact Investment Fund". WPP IM Co will invest and manage these investments as Portfolio Manager.

4.4.5 WPP Legacy Asset Services

All legacy assets will be under WPP IM Co management from day 1. Our intended approach is set out below.

How WPP IM Co will deliver Legacy Asset Services
1) WPP IM Co will appoint a Head of Legacy Assets
2) Legacy assets will be under WPP IM Co management from day 1 via an Investment Management Agreement (IMA) with the asset owner and/or Power of Attorney (PoA).
3) Each Administering Authority remains the owner of its own legacy assets and the IMA/PoA will include Duty of Care provisions to protect the AA from actions that might otherwise cause economic detriment (e.g. premature sale of Private Market investments in secondary markets before maturity).
4) The WPP IM Co will consult Administering Authorities on when and how legacy assets will be transferred to pool vehicles and which pool vehicles are most appropriate given the AA's agreed Strategic Asset Allocation. The IM Co would be expected to consult further with the AA asset owner in the event of any reconsideration of agreed approach (e.g. changes in outlook for particular asset classes, changes in the SAA decided by the AA from time to time).
5) Once the approach is agreed, WPP IM Co may act on a "discretionary" basis, i.e. the WPP Pool Co decides appropriate actions and timing consistent with client agreement including oversight and management of legacy assets and eventual transfer to appropriate pooled vehicle.

Later in this submission, under “Implementation”, we provide more detail. Work has already been undertaken by WPP to identify all non-pooled assets, consult AAs to agree outline plans for their future management by the WPP IM Co and the likely pooled vehicle home at the appropriate time. These plans include potential for a small number of new pooled vehicles where scale and AA strategic needs support this.

4.4.6 Other WPP IM Co Services for Administering Authorities

There are a number of other important services that WPP IM Co will provide. Much of this will be overseen by the WPP IM Co Chief Operating Officer (COO) and their team.

Services provided	How WPP IM Co will deliver these services
Client relationships / engagement	<ul style="list-style-type: none"> A Head of Client Relationships will be appointed They will engage with AA officers, S101 committees and client-side governance groups They will be the channel for communication and action on service delivery matters and client requirements including training needs
Investor reporting (performance, RI/Climate metrics)	<ul style="list-style-type: none"> The IM Co will provide reporting across all asset classes and mandates (valuations, performance, investment manager commentary, sub-fund fact-sheets, etc) Each AA will receive reports showing their own holdings and their aggregate performance (this aggregation is currently done by each AA locally) Current RI and Climate metric reporting will be extended in future with the goal of enabling each AA to report across all of its investments in the pool Underlying data comes from different sources but will be collated. We aim to put in place reporting dashboard for use by the internal team and with access for individual AAs
Voting and Engagement	<ul style="list-style-type: none"> The WPP IM Co Investment team will consult AAs to agree any changes to V&E policy The WPP IM Co Operations team will procure and oversee third party V&E providers Existing contract between Robeco and the AAs will transfer to WPP IM Co
Stock lending	<ul style="list-style-type: none"> The WPP IM Co Investment Team will consult AAs on Stock Lending policy and advise on changes The WPP IM Co Operations team will select and oversee service providers <i>Currently Northern Trust is the service provider and the Stock-lending Agreement is between NT, the ACS Fund Operator (Waystone) and the ACS Fund.</i>
Training	<ul style="list-style-type: none"> The WPP IM Co Head of Client Relationships responsible for responding to client needs, establishing a rolling programme of training for S101 committees and officers, ensuring high quality delivery by IM Co personnel or other third parties. The current training plan will form the basis of training programme.

4.5 Organisation chart – senior management and functional units

To deliver these services, the WPP IM Co will be organised as 5 functional units:

- 1) Investments (including dedicated teams or Implementation Services, Advice, Local and Legacy)
- 2) Risk (incorporating Compliance and Legal)
- 3) Operations
- 4) Finance
- 5) Client Relationships.

The main roles of each team are set out in the functional org chart immediately below.

CEO (SMF 1)				
Chief Investment Officer (SMF 3)	Chief Risk Officer (SMF 3, SMF 16/17)	Chief Operations Officer (SMF 3)	Finance Director (SMF 3 TBC)	Head of Client Relationships (SMF TBC)
Investments	Risk	Operations	Finance & Business Support	Client Services
Investment Implementation Services (see above)	Risk monitoring and reporting (investments)	Risk monitoring and reporting (operational)	Financial management	Client relationships
Investment Advice Services (see above)	Compliance monitoring and reporting	Supplier procurement, DD and contract management	Management of regulatory capital	Other stakeholder engagement (S101, JGC, etc)
Legacy Asset Management	Legal	inc. pooled vehicle Operators, stock lending, V&A, IMs, etc	Financial reporting (including statutory and regulatory)	Training
Local Investments	Data protection	Investor Reporting (production)	Business Support (property, human resources, payroll)	Investment reporting (delivery)
Development of investment policies (eg RI, V&E, rebalance)		Business Continuity and cyber security	Company Secretariat	
		Data, technology / IT services (enterprise and investment operations)		

*Investment manager oversight, monitoring, performance measurement, manager search and selection is in Investment Implementation Services. External investment advice partners also overseen in Investments. Other suppliers overseen by COO.

The functional team will be led by a senior management/executive team consisting of:

- Chief Executive Officer
- Chief Risk Officer
- Chief Investments Officer
- Chief Operating Officer
- Finance Director or Head of Finance
- Head of Client Relationships

Most of these are likely to be FCA Senior Management Functions (SMFs) approved by the FCA as part of the authorisation process and subject to ongoing “fit and proper” review (annual checks, sign-off and attestations). Clearly the SMF roles will require WPP IM Co to hire individuals with significant industry experience in similar regulated investment management roles.

Personnel requirements are covered in more detail in section 5.

4.6 Governance

4.6.1 WPP IM Co

Governance, controls and people are key areas of focus for the FCA authorisation process. The main governance group is the WPP IM Co Board chaired by an external director with significant industry experience.

The Board will have sub-committees likely to cover investments policy, audit and risk, and remuneration. There will also be an Executive Management Team chaired by the CEO.

The application for authorisation will include:

- full details of the WPP IM Co proposed governance structure, policies, systems and controls
- terms of reference for the WPP IM Co Board
- the proposed Board Chairperson (SMF 9)
- proposed external independent directors
- any proposed shareholder representatives (likely to be one or two only)

4.6.2 Administering Authorities as Shareholders

The AAs jointly will wholly own the WPP IM Co and will be its shareholders. Under the Shareholder Agreement between the AAs and the WPP IM Co there will be “Reserved Matters” that only the shareholders can decide, including:

- approving the Business Plan, Business Plan activities and Budget
- remuneration policy
- senior appointments (hiring and dismissal)

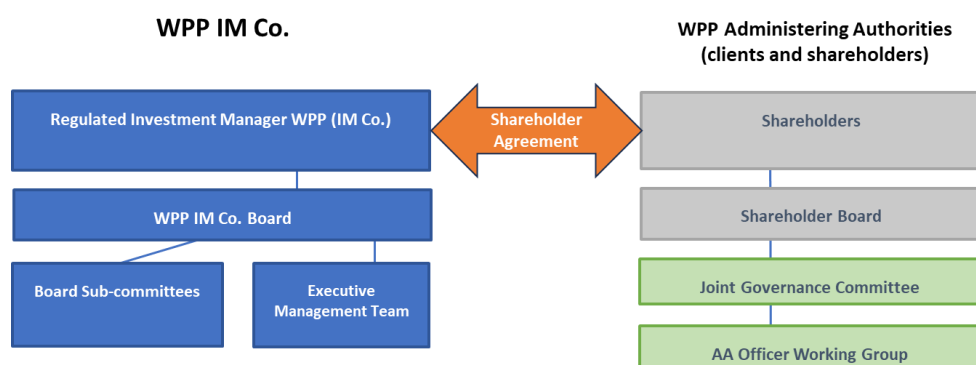
We intend to establish a “Shareholder Board” (elected councillors and S151 officers) to make decisions in respect of “Reserved Matters” under the Shareholder Agreement.

The shareholders are not permitted to have undue influence or control over decisions that should only be made by an FCA-regulated entity (the WPP IM Co).

4.6.3 Administering Authorities as Clients

There will be a client services agreement governing the services WPP IM Co provides to the AAs as clients. There may also be other legal documents such as “Investment Management Agreements” and/or “Power of Attorney” in respect of particular assets owned by AAs (e.g. legacy assets).

AAs will have collective oversight of the WPP IM Co service delivery through client-side governance groups (currently the JGC, S151s and Officer Working Group). In this oversight task, the AAs will most likely continue to be supported by an oversight advisor with experience in oversight of delegated “fiduciary” or “discretionary” investment managers. Under the new pool operating model proposed by the Government where all implementation decisions and actions are delegated to the IM Co, this will look more like oversight of fiduciary investment management in private sector defined benefit schemes.



5. Implementation

5.1 Approach to establishment of new IM Co

To de-risk implementation, WPP will work with third party partners, leveraging their global scale and resilience rather than trying to internalise all functions on day 1. This will also allow the senior management team time to shape and grow the WPP IM Co with their own hires.

Our approach, therefore, is:

- 1) hire industry experience into key SMF roles, starting with the CEO and CRO
- 2) determine which services can be supported most efficiently, robustly and cost effectively by existing and new service providers
- 3) work back to the initial WPP IM Co personnel requirements to deliver remaining internal functions and effectively oversee third party service providers.

5.2 Senior Managers (SMF roles)

WPP IM Co expects to have the following SMF functions as a minimum on day 1:

- Chief Executive Officer (SMF 1)
- Chief Investment Officer (Executive Director) (SMF 3)
- Chief Risk Officer (SMF 3), Compliance Oversight (SMF 16) & MLRO (SMF 17)
- Chief Operations Officer (SMF 3)
- Chair of WPP IM Co Board (Independent non-exec) (SMF 9)

The Finance Director role may or may not be an SMF function on day 1. The head of the Finance function could report to the CRO or COO depending on whether these individuals have appropriate credentials and experience. We expect the Head of Client Relationships to be on the Executive Management Team but may not be required to be an SMF.

Other combinations are possible depending on the experience and credentials of senior hires. For example, SMF 16/17 responsibilities could lie with the Finance Director or COO. A final decision will be made during the search and selection process.

Role descriptions for SMFs and other key personnel are being prepared. Search and selection ahead of application for authorisation will begin shortly, starting with CEO and CRO roles, following approval of the appropriate budgets by the administering authorities.

5.3 Strategic delivery partners

In the table below, we set out our plans for use of strategic delivery partners on day 1. Appropriate market testing and procurement processes will be followed before confirming service providers. This will be done ahead of applying to the FCA for authorisation.

Support	Oversight – IM Co accountable person	Example third party suppliers (subject to appropriate procurement)
Compliance monitoring and reporting (including independent compliance report to Board and MLRO) + compliance advice	CRO	<ul style="list-style-type: none"> Waystone Compliance Solutions
Production of regulatory returns	FD	<ul style="list-style-type: none"> Waystone Compliance Solutions
Risk monitoring and reporting (Investments)	CRO	<ul style="list-style-type: none"> Waystone as ACS operator currently provide this function for assets in WPP ACS. Similar approach for non-listed i.e. via vehicle operators.
Legal	CRO	<ul style="list-style-type: none"> Burges Salmon LLP or another legal advisor if there is conflict of interest
Company Secretarial (“Co Sec”)	FD or COO	<ul style="list-style-type: none"> Waystone Company Secretarial Services
Business Support: Human Resources (Reward, Benefits, Hiring etc)	FD or COO	<ul style="list-style-type: none"> An Administering Authority
Business Support: Procurement Services	COO	<ul style="list-style-type: none"> An Administering Authority
Business Support: Payroll	FD	<ul style="list-style-type: none"> An Administering Authority
Business Support: Financial Management / Financial Reporting	FD	<ul style="list-style-type: none"> An Administering Authority
Property / facilities management	FD	<ul style="list-style-type: none"> An Administering Authority
IT / devices / cyber security	COO	<ul style="list-style-type: none"> An Administering Authority
Investment Advice	CIO	<ul style="list-style-type: none"> Mercer, Aon, Russell, Hymans Robertson
Portfolio Management (listed / non-listed) : ACS Investment Managers and non-listed “allocators”	CIO	<ul style="list-style-type: none"> Transfer existing appointments: Russell, Schroders, GCM, etc. Future appts made by IM Co
Investment Implementation Services support including (1) rebalancing each CA to its SAA*, (2) management of legacy assets and existing private market commitments, (3) CA cashflow needs; (4) consolidated quantitative** reporting at individual CA level across listed and unlisted	CIO	<ul style="list-style-type: none"> Russell <p>*Rebalancing within sub-fund done by operator. **Qualitative commentary from IMs as now</p>

There are very few new procurements required since much of the operating model and supporting technology is already in place (ACSs for active, ACS for passive, ACS service providers including custody, fund and pooled vehicle operators, delegated investment management across listed and private markets). This will be kept under review through the development phase and on an ongoing basis thereafter.

The main new procurements required are:

- investment advice delivery partners
- compliancy monitoring and reporting services
- additional delegated investment implementation services (last row above).

New procurements will be run under the Procurement Act 2023 and appropriate advice will be taken when developing the procurement strategies and throughout the running of the procurements.

5.4 WPP IM Co personnel requirements

Having determined which functions can be delivered efficiently, robustly and cost effectively by service partners, we have assessed day 1 WPP IM Co resourcing requirements. This assessment has been externally validated by advisors and current strategic delivery partners.

We have also estimated day 2 resource requirements as the WPP IM Co becomes established and takes on greater in-house responsibility.

We expect to have in place around 16 WPP IM Co personnel on day 1, growing to around 32 over a period of years as the WPP Pool Co performs an increasing number of functions internally

Day 1 personnel

		CEO (SMF 1)	Personal Assistant x 1 Admin x 1	Some delegation of tasks to 3 rd party service partners
Chief Investment Officer (SMF 3)	Chief Risk Officer (SMF 3, SMF 16/17)	Chief Operations Officer (SMF 3)	Head of Finance	Head of Client Relationships
Investments	Risk	Operations	Finance & Business Support	Client Services
Implementation Services (Head of / Deputy CIO + 1)	Risk monitoring and reporting (investments)	Risk monitoring and reporting (operational)	Financial management	Client relationships
Investment Advice Services (see above) (Head of)	Compliance monitoring and reporting	Supplier procurement, DD and contract management	Management of regulatory capital	Other stakeholder engagement (S101, JC, etc)
Legacy Asset Management (Head of*)	Legal	inc. pooled vehicle Operators, stock-lending, V&A, IMs, etc	Financial reporting (including statutory and regulatory)	Training
Local Investments (Head of*)	Data protection	Investor Reporting (production)	Business Support (property, human resources, payroll)	Investment reporting (delivery)
Development of investment policy (eg V&E, rebalance)		Business Continuity and cyber security	Company Secretariat	
RI (advice, policy dev, implementation, reporting)		Data, technology / IT services		
CIO, Deputy, Head of Advice, 1 x analyst / support Total 4 *Role covered by Deputy CIO on D1	CRO, Assistant Mgr Total 2	COO, Ops Mgr (Asst COO), Contract Mgr, 1 x support Total 4	HoF, Asst Finance Mgr Total 2	HoCR Total 1

5.5 Technology

We have carried out an assessment of the technology and data required to support WPP IM Co on day 1.

On day 1, minimal technology will have to be procured directly by WPP IM Co, since the service partners it appoints and oversees will have the technology required to deliver the required functions (portfolio management, rebalancing, risk monitoring and reporting, client reporting, business support, etc).

Details are shown below.

	Day 1 WPP IM Co technology and data requirements
Enterprise IT (network, hardware, cloud licences, cyber security)	Not required – third party service
Device provision (PCs, laptops, phones)	Not required – third party service
Investments (risk): risk monitoring and reporting (liquidity, concentration, compliance with mandate guidelines)	Not required - Fund Operators have systems and can report to Investments and Risk team
Investments (monitoring): performance monitoring	ACS Operator and Depositary provide as now
Investments (reporting): delivery of reporting at individual client level (performance)	Existing IM reporting + future consolidated reporting at CA level from Russell
Investments (reporting): delivery of reporting to clients (RI / climate metrics)	CA level climate reporting is a day 2 development
Investments (portfolio management): for role as portfolio manager on investment mandates, systems for portfolio construction and data feeds for portfolio management	Needed when take on Portfolio Management of any existing/new mandates– on day 1 delegated to Russell
Investment (advice): asset liability modelling software for SAA advice	Not required – third party service
Data and index licences (eg for performance reporting)?	Not required – third party service providers licence data/indices as required
Cost benchmarking services	Not required - third party service provider
Management accounts systems	Not required – third party service
Payroll system	Not required – third party service
Human Resources system	Not required - third party service
CRM (client relationship management system)	Licencing of appropriate system required

5.6 Costs

5.6.1 Additional annual running costs

Additional annual running costs of the new operating model include:

- IM Co staff costs
- compliance monitoring and reporting services
- additional delegated implementation services (over and above those provided currently)
- investment advice services
- business support costs (Human Resources, procurement, payroll, IT) and
- miscellaneous other costs (e.g. professional indemnity insurance costs for the IM Co)

The total additional annual running costs of the new operating model on day 1 are estimated to be £7m. The breakdown of these costs is shown below. These additional costs are partially offset by savings at administering authorities, which could total circa £1.5 to £2.0m (e.g. reduction in spend on investment advisors, reporting costs and any remaining investment strategy implementation costs transferred to the WPP IM Co). The net additional costs of new operating are therefore around £5m to £5.5m.

Over time, we expect WPP IM Co staff costs to increase as it takes on additional functions including extended portfolio management services. This will result in additional savings including reductions in current third-party costs for portfolio management of listed and private market mandates and reductions in externally delegated implementation services.

Running costs	Estimated Initial Annual Costs	Comments
WPP IM Co Staff Costs	£2.9m	Expected to rise to c£4.5m as WPP IM Co takes on more functions over time
Additional Delegated Implementation Services and client level reporting	£1.0m	Includes (1) rebalancing each Administering Authority (AA) to its Strategic Asset Allocation (SAA), (2) management of legacy assets and existing private market commitments, (3) managing AA cashflow needs; (4) consolidated quantitative reporting at individual CA level across listed and unlisted
Investment Advice	£1.5m	Based on current total annual spend across Administering Authorities. There will be corresponding savings at AAs.
Business Support (HR, procurement, payroll, IT, etc)	£0.9m	Provided by one or more local authorities. Assume 30% of payroll costs TBC
Compliance Monitoring and Reporting Services	£0.05m	Third party support.
Property and facilities management	-	Included in Business Support
Technology (hardware, licences, etc)	-	Included in service provider costs except CRM
Other (insurance, company secretarial, etc)	£0.65m	Assume 10% loading until confirmed
Total	£7.0m	

5.6.2 Set-up costs

The additional external* advisor and project management costs for Project Snowdon are estimated to be c£1.6m. (c£420k for the financial year ending 31 March 2025 and a further £1.14m in the new financial year ending 31 March 2026.) In addition, there will be salary costs for personnel onboarded before March 2026 to assist in hiring and in setting up and testing systems, processes and controls before going live. There are no investment transition costs.

For comparison, if WPP were to merge with or become the client of another LGPS investment pool, the total set up costs could potentially exceed £50m (£45m investment transition costs plus project implementation costs, legal costs, advisor costs, costs of winding up existing WPP pooling arrangements including termination of existing service provider contracts).

* External advisors include compliance consultants who specialise in supporting applications for FCA authorisation, legal advisors, professional project managers and investment oversight consultants

6. Implementation plan

6.1 Plan overview, project team and project governance

A project team consisting of administering authority officers and external advisors has been established along with a robust governance structure.

To ensure WPP can meet government timescales, design a best-in-class operating model and governance and derisk implementation, WPP has assembled a project team with experienced industry practitioners to support officers.

Support is being provided by existing strategic delivery partners (Waystone and Russell), compliance consultants who specialise in supporting applications for FCA authorisation, legal advisors, professional project managers and investment oversight consultants.

The project team reports to a Steering Group (composed of S151 officers from all of the administering authorities), which meets weekly or more often. There are regular briefings and approval steps with the Joint Governance Committee (“JGC”) (Chairs of administering authority S101 pension fund committees).

The Programme Manager has created a comprehensive project plan to ensure WPP delivers all aspects of the Government’s requirements in the required timescales. The plan has been split into 5 workstreams:

- 1) submission of this business case to Government
- 2) governance and stakeholder engagement
- 3) FCA authorisation
- 4) IM Co set up
- 5) transition of assets.

Each workstream is progressing with detailed planning and specific tasks.

In establishing the critical path for the project, we have identified specific areas that require greater focus. For example, dependencies between workstreams, the risks identified throughout the lifetime of this project and how these are managed and the requirements of local governance processes for each administering authority.

Appendix 3 shows the current project plan at the date of submission. This can be subject to change as the project moves through its lifecycle.

6.2 Critical Path

There are a number of key milestones critical to project delivery in the required timescales. These include:

- 1) Government confirmation of the outcome of the “Fit for the Future” consultation – to assist administering authority governance approvals.
- 2) Recruitment – search and selection will start in March ahead of the application for FCA authorisation.
- 3) Administering Authority Approvals – each administering authority will need to approve certain aspects of the new operating model. In addition, local approval processes and timescales differ and will need to be co-ordinated to avoid delay in implementation (there is a dependency on Government confirming its intentions following the consultation and the timetable for legislation).
- 4) Application for FCA authorisation – we aim to submit an application for authorisation in summer. There is a dependency on 1) since the FCA will expect the application to name proposed holders of SMF roles.

6.3 Administering Authority Approval steps ("Governance Pathway")

To progress implementation, we need to be cognisant of Local Authority governance steps and approval requirements, and the timescales associated with such approvals. This is particularly important at critical sign off points, where it is expected that full Council approval will be required. For example, committing funds to establish the IM Co, including hiring and set up costs; commitment of Regulatory Capital; signing the shareholder agreement; amending the Inter Authority Agreement; and submitting the application for FCA approval. We are undertaking the following activities to ensure requirements are detailed in the project plan:

- Working with our legal advisers to identify changes required to the current Inter Authority Agreement (IAA).
- Working with the Monitoring Officers to identify local approval processes for each administering authority (including what is permissible in the absence of primary legislation).
- Synchronising key approvals and project milestone dates with existing meeting cycles.
- Identifying risk and putting mitigating actions in place.

6.4 Hiring and procurement plan

6.4.1 Recruitment

The process of hiring for senior day 1 roles for the WPP IM Co will begin in March ahead of the application for authorisation. Appendix [2] shows the roles both SMF and "Head of" roles that will be required on day 1. We will prioritise CEO and CRO roles. In our search we will specify a requirement for extensive experience in senior SMF positions to oversee current longstanding relationships with strategic delivery partners that are continuing and to build WPP capabilities over time.

We are currently finalising role descriptions for SMF roles, engaging with search consultants, developing remuneration policy and designing the selection process. We plan to start search and selection in March. Subject to confirmation of the outcome of the Government consultation, our aim is to identify preferred candidates for senior roles and confirm acceptances by June or July to enable our application for FCA authorisation to be finalised and submitted.

Further hiring for less senior roles will progress in parallel with FCA authorisation, with onboarding of the first wave of recruits later in 2025 to set up and test systems, processes and controls and be ready for gaining authorisation and going live.

Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026
<ul style="list-style-type: none">• Identify all required roles• Agree priority hires (CEO, CRO)• Prepare role descriptions• Engage search agency• Design selection process• Start search	<ul style="list-style-type: none">• Identify candidates for SMF roles (start with CEO/CRO)• Offer and confirmation of acceptance	<ul style="list-style-type: none">• Other hires progress in parallel with FCA authorisation	<ul style="list-style-type: none">• Onboarding first wave of staff• Working on set up and testing of systems, controls and processes	<ul style="list-style-type: none">• Complete onboarding of day 1 personnel

This timetable is subject to individual administering authority approvals (see "governance pathway" above").

6.4.2 Procurement

Existing arrangements

Where existing contracts are in place with WPP, these will need to be transferred to IM Co. Public procurement law does not operate to prevent such a transfer where the terms of the contract that is being transferred are not otherwise materially varied. WPP/IM Co currently envisage that existing contracts will be transferred without there being any material changes, such that the public procurement law issues in adopting this approach are likely to be minimal. This position is to be kept under review on an ongoing basis.

New arrangements

There are very few new procurements required since much of the operating model and supporting technology is already in place (ACSS for active, ACS for passive, ACS service providers including custody, fund and pooled vehicle operators, delegated investment management across listed and private markets). This will be kept under review on an ongoing basis.

The main new procurements are shown below.

Procurement	Approach	Comments
Investment advice delivery partner	Potentially using LGPS National Procurement Framework	Advice on Strategic Asset Allocation etc. WPP administering authorities are accustomed to specifying requirements and selecting advisors. Selected provider will be required to assist WPP IM Co in development of internal capability over time.
Additional delegated implementation services	TBC. Market test or extension of role of existing delegated investment implementation provider (Russell)	Includes (1) rebalancing each CA to its SAA; (2) management of legacy assets and existing private market commitments; (3) CA cashflow needs; and (4) consolidated quantitative reporting at individual CA level across listed and private markets
Compliance monitoring and reporting support	Procurement process proportionate to contract size. Potentially extend scope of work of existing advisors.	

For each of these new procurements we are specifying detailed requirements and identifying appropriate procurement processes. New procurements will be run under the Procurement Act 2023 and appropriate advice will be taken when developing the procurement strategies and throughout the running of the procurements.

Existing and new delegates and strategic delivery partners have the technology required to deliver their services. As a result, we expect little or no technology procurement to be required. IT infrastructure, devices and cyber security will be provided under business support services delivered by a host local authority.

6.5 Plan for transition of legacy assets including private markets and passive investments-

WPP has carried out a full analysis of assets not currently within the WPP ACS or WPP private markets investment vehicles. This can be summarised as follows

- On 31 March 2024, WPP held 74% in the WPP ACS, private markets and passive mandates on behalf of the 8 Welsh Administering Authorities
- A further 8% of liquid holdings are expected to transition into WPP solutions by March 2026
- Private markets mandates that are planned to run off into WPP solutions over time amount to 8%
- Work has commenced in exploring a WPP solution for LDI and cash holdings (7%)
- The remaining assets (3%) will either be transferred into pool oversight or run-off with proceeds to flow into future pool solutions.

The decision of WPP to build its own IM Co will ensure we are able to meet the Government's requirement for all assets to be in pooled investment solutions or under pool management by March 2026.

7. Government assessment criteria

We have reviewed our submission against the guidance and Government assessment criteria set out by Ministers in their letter dated 2 December 2024. We note that Government assessment criteria does not reference local investment to drive UK growth explicitly in the same way as the consultation proposals. We consider this an important feature of the consultation and an important part of plans for the standalone pool for Wales.

Government Guidance/Assessment Criteria
Benefits of Scale – Government considerations
<ul style="list-style-type: none">Government considerations include access to a wider range assets including private markets, in-house management over time, ability to negotiate lower fees and collaboration across LGPS.
Benefits of Scale – WPP standalone pool
<ul style="list-style-type: none">WPP's current pooling model already delivers scale benefits. It offers cost effective access to a wider range of asset classes to enable implementation of locally decided investment strategies.WPP already achieves scale benefits greater than its own size might otherwise achieve by accessing the global scale and purchasing power of its service delivery partners (Investment Managers and pooled vehicle "operators"). Even under a full implementation model by the IM Co, it would be difficult to replicate these benefits.This has been validated by independent cost and performance benchmarking specialists CEM. On actively managed listed assets alone, WPP saved administering authorities £10.3m [c7bps annual on £14bn assets in the WPP ACS] in the year to end March 2024 relative to what their funds would have expected to pay as individual investors. This saving is net of the costs of the current pool operating model for listed managed assets in the WPP ACS.WPP believes there are possible unintended consequences of scale in respect of private markets whereby access to investable opportunities, particularly local or impact, will require modest capital commitments in LGPS terms. Pursuit of scale by any means could inhibit the ability of LGPS pools, particularly WPP, in deploying capital into innovative opportunities that provide long-term benefits to Wales and the UK.Our planned further development of WPP's operating model and investment capabilities to meet proposed Government requirements will, over time, deliver additional scale benefits including material additional financial savings and local investment capability.For example, we would expect an increasing range of portfolio management activities on listed and private market assets to be brought under in-house management over time, in line with Government expectations.From day 1 we will have in-house resource working with public bodies and agencies in Wales to source, assess and manage local investment opportunities.WPP will also continue to consider opportunities to collaborate more widely across the LGPS.
Resilience – Government considerations
<ul style="list-style-type: none">Government considerations include governance framework, internal controls, accountability, in-house management over time, in-house regulated advisory over time, current and proposed corporate governance and roadmaps towards delivery of all key functions over time (shared service or internal capability)
Resilience – WPP standalone pool
<ul style="list-style-type: none">A robust governance framework has been put in place to oversee the delegated implementation services including the "pool oversight advisor" role, which WPP put in place in 2019. Our current pool oversight advisor advises officers and elected councillors on the existing Joint Governance Committee, assisting the pool in effective oversight and challenge on the performance and delivery of the pool's service providers (Investment Managers and operators of fund vehicles).

- WPP delegates investment implementation to the WPP ACS Operator for listed assets and its appointed investment manager (Russell Investments). Similar delegated implementation is in place across the private market pooled vehicles. These delegates are FCA-regulated businesses with high standards of operational resilience required to meet regulatory requirements. The ability of portfolio managers and private market allocators to replace underperforming investment managers with the choice of best in market, strengthens the resilience of the WPP operating model.
- The culture of the WPP is highly collaborative, with strong collective buy-in across the administering authorities. We believe that this adds resilience and helps ensure the success of investment pooling for the LGPS in Wales. It is important that this culture is retained in future, between administering authorities as clients and shareholders of the new IM Co.
- As part of the planned further development of the WPP operating model to meet new Government requirements, we will retain effective features of the current governance structure including the Officer Working Group, for collective oversight of the performance of the new WPP Pool Co/IM Co, and a “pool oversight advisor” role advising the administering authorities collectively on the Pool Co performance and service delivery.
- We plan additional new elements in the governance framework, including a client-side Shareholder Board with representatives of all 8 administering authorities. The role of the Shareholder Board is to agree shareholder “reserved matters” in respect of WPP IM Co (which is wholly owned by the administering authorities), including approval of business plans and budgets proposed by the IM Co and senior hires. (This is wholly separate from the Board of the WPP IM Co, which will be chaired by an independent non-exec and whose members will include IM Co senior management, independent directors and only 1–2 shareholder representatives to avoid inappropriate influence in matters for which the IM Co is decision-maker as an FCA-regulated entity.)
- As an FCA-regulated entity, the WPP IM Co will be subject to strict regulatory requirements in terms of conduct, systems, processes and controls that provide additional resilience and assurance to administering authorities as clients and investors. These regulatory requirements include the regulatory accountabilities of management personnel under the Senior Management Function (SMFs) and Certified Person regimes.
- WPP will work towards bringing more functions under in-house management over time where this can result in material costs savings without detriment to investment performance or access to investments available to external service providers because of their global scale. While internal functions may reduce supplier dependency risks, use of third-party service providers can in many cases strengthen resilience of the IM Co operations on account of their deeper and broader resource pools (global in some cases) and on account of the fact that they are more easily replaced than an underperforming in-house function. We therefore anticipate continued use of external service partners for reasons of resilience and cost effectiveness from scale across multiple clients.
- In-house functions for business support functions like IT services are also likely to be more resilient and cost-effectively delivered by third party service partners. We plan to use host local authorities for a number of business support functions, including IT and payroll.

Value for money – Government considerations

- **Government considerations include reducing duplication, spreading fixed costs over more assets, encouraging greater collaboration, set up and running costs of build vs merge, breakdown of costs by service, savings at administering authorities.**

Value for Money – WPP standalone pool

- WPP’s current and future operating models deliver value for money.
- External service partners give access to their global scale (spreading fixed cost over more assets) and purchasing power (for example, the investment manager fees savings achieved by Russell in its role as portfolio manager on all but one of the WPP listed investment ACS sub-funds. This is evidenced by CEM analysis, which shows savings in year ending March 2024 of circa 3 x the costs of current pool operating model (c£10m net investment manager fee savings after allowing for pool operating costs).
- WPP aims to deliver additional financial and governance benefits that exceed the additional costs of the new operating model. For example, we would expect an increasing range of portfolio management activities on

listed and private market assets to be brought under in-house management over time, where this can result in material costs savings without detriment to investment performance or access to investments available to external service providers because of their global scale.

- The current operating model has removed duplication of work at administering authority level. Pre-pooling, individual authorities would have run individual investment manager search and selection and due diligence processes. This is now done once, centrally and is wholly delegated to WPP service partners including pooled vehicle operators, Russell Investments as portfolio manager on listed asset sub-funds and private market “allocators”.
- Under the new operating model there will be additional savings at administering authority level by delegating all strategy implementation activities to the IM Co (e.g. periodic rebalancing of each administering authority’s pooled assets to the agreed SAA, managing distributions to meet each authority’s cashflow requirements to ensure payment of pensions when due, managing asset transitions, management of legacy assets, assessment and management of local investment opportunities, etc). The IM Co will also provide consolidated reporting to each administering authority across all of its investments (currently administering authorities consolidate reporting locally using data from multiple sources). It is difficult to quantify savings, but we expect this to materially reduce resource requirements at each administering authority.
- Transferring provision of strategic advice to the IM Co will result in some administering authority savings from day-to-day liaison with consultants and period re-procurement. Administering Authorities will no longer be paying locally appointed consultants for their principal investment strategy advice. Based on current costs this may save administering authorities circa £1.5m annually. There are potentially some immediate savings from centralising provision of strategic investment advice in the WPP IM Co (initially through competitive procurement of an external partner by the IM Co) and, in the longer term, greater savings by building an in-house advisory team. Our short-term cost projections for WPP IM Co running costs include the costs of procuring third party partners for provision of strategic investment advice to administering authorities

Viability against deadline – Government considerations

- **Government considerations include any critical obstacles, extent of “evolution” of pool operating model required, timeline for achieving compliance with minimum standards by March 2026 and milestones for delivery of key features**

Viability against deadline – WPP standalone pool

- There are no critical obstacles to the delivery of Government’s new requirements by March 2026.
- WPP is focused on the critical steps in delivery including planning and executing the “governance pathway” (all necessary local governance approvals) and progressing key hires ahead of the application for authorisation of the WPP IM Co in summer. As we said in our January letter to MHCLG and HMT, Government could assist the governance pathway by providing draft regulation (as may be required) as soon as possible and, in the meantime, providing in March any feedback on the WPP build project that is currently in train.
- The WPP build is less complex than the original build project in 2017 for other LGPS pools, since we have most of the critical pool infrastructure in place – listed asset Authorised Contractual Scheme and appropriate pooling vehicles for private market assets, fund operators (AFMs and AIFMs) for listed and private markets assets, third party service partners for delegated implementation services (Russell Investments and Blackrock as portfolio managers on listed assets and similar arrangements with “allocators” on private market assets. This will significantly reduce the scope of “evolution” required and the cost and timescales of building the new operating model. Through our informal engagement with other LGPS pools, we have also been able to learn from their experience of building IM Co operating models. Those learnings are reflected in this submission and project plan.
- We have no concerns on FCA approval, having engaged with the FCA since January. The FCA case team is in place and is committed to regular touch-points in the run up to the authorisation application. Our specialist compliance advisors have extensive experience of similar applications for authorisation and will ensure that our authorisation application for advisory and investment management permissions is “approval ready”.
- The programme team including existing service provision partners, legal advisors, regulatory compliance advisors and other advisors were all appointed and mobilised in January and the build project is underway.

- Our project plan, timelines and critical path deliverables (including governance approvals, recruitment plan and application for authorisation) are set out in the “Implementation” section of this business case submission to Government.
- WPP, its service delivery partners and advisors are confident that the additional new requirements for the pool operating model can be put in place by March 2026 provided Government confirms its proposed requirements as soon as possible to enable local authority governance approvals.

8. Longer-term aspirations – 2030 and beyond

- 8.1 The plans set out in this submission focus on day 1 delivery (Government's "minimum" requirements for March 2026).
- 8.2 Beyond March 2026, work will continue to further enhance the IM Co's operating model, developing in-house capabilities aligned with the long-term aspirations of Government and delivering benefits to the LGPS and wider communities of Wales.

Building in-house capability – 5-year ambition

- 8.3 On a 5-year view, we see opportunities for adding significant value from more in-house portfolio management of listed sub-funds (including "manager of managers" mandates currently run by our strategic delivery partners) and private market allocator roles.
- 8.4 A full list of current portfolio managers is shown in Appendix 4. We will prioritise transfer to in-house management according to value, taking account of potential scale and cost savings while continuing to work with strategic partners where their global scale enables access to a wider set of opportunities, particularly in private markets. We will also actively engage with other LGPS investment pools where there are opportunities for collaboration in the UK on local and impact investments.
- 8.5 In the same timeframe, we expect to reduce use of strategic investment partners in investment implementation and investment advice services as we build in-house capacity.
- 8.6 Over time, by adding additional experienced specialist resources to the IM Co, we expect to be able to be more ambitious in driving forward and delivering our responsible and local investment aims.

How this will be achieved

- 8.7 To develop these in-house capabilities, we will need to increase the size and capabilities of the WPP IM Co team. We expect to double IM Co personnel within the first 2–3 years, increasing in-house capacity and capabilities.
- 8.8 In the Investment team, we will need to hire additional portfolio managers and would expect to appoint a Head of Responsible Investment to deliver WPP's long-term responsible investment goals.
- 8.9 As well as increasing the size the Implementation Services team there will be corresponding increases in the size of the Risk, Compliance and Operations teams and increasing spend on technology licences for systems needed to perform additional functions (e.g. portfolio monitoring systems to support additional portfolio management activities beyond day 1 legacy and local investments).
- 8.10 The expected WPP IM Co resources on a 2-to-3-year view are shown below.

		CEO (SMF 1)	Personal Assistant x 1 Admin x 2	
Chief Investment Officer (SMF 3)	Chief Risk Officer (SMF 3, SMF 16/17)	Chief Operations Officer (SMF 3)	Finance Director (SMF 3 TBC)	Head of Client Relationships (SMF TBC)
Investments	Risk	Operations	Finance & Business Support	Client Services
Investment Implementation Services (Head of + 2)	Risk monitoring and reporting (Investments)	Risk monitoring and reporting (operational)	Financial management	Client relationships
Investment Advice Services (see above) (Head of + 1)	Compliance monitoring and reporting	Supplier procurement, DD and contract management	Management of regulatory capital	Other stakeholder engagement (S101, JC, etc)
Legacy Asset Management (Head of + 1)	Legal	inc. pooled vehicle Operators, stock-lending, V&A, IMs, etc	Financial reporting (including statutory and regulatory)	Training
Local Investments (Head of)	Data protection	Investor Reporting (production)	Business Support (property, human resources, payroll)	Investment reporting (delivery)
Development of investment policy (eg RI, V&E, rebalance)		Business Continuity and cyber security	Company Secretariat	
Head of RI (advice, policy dev, implementation, reporting)		Data, technology / IT services		
CIO, 5 x Heads, 4 x analyst / support Total 10	CRO, Asst Mgr, Head of Legal, 1 x trainee / support Total 4	COO, Ops Mgr, Contract Mgr, Investor Reporting Mgr, Head of IT, PM, 3 x support Total 9	FD, Asst Finance Mgr, 1 x support Total 3	HoCR, 1 support Total 2

Expected growth in WPP IM Co resources

Function	Day 1	Additional resources on a 2-3 year view	2-3 year plan
CEO	1		1
Investments Team	4	Add Head of Responsible Investment, Portfolio Mgrs, more Local Investment resource, support	10
Risk and Compliance	2	Add Head of Legal and support	4
Operations	4	Add Investor Reporting resource, Head of IT, Project / Change Manager, support	9
Finance Team	2	Add support	3
Client Services	1	Add support	2
Admin support	2	Add admin to support larger team	3
Total People	16		32
Est cost	£2.9m		£4.5m

- 8.11 While it makes economic sense or adds resilience (compared to a sub-scale in-house function), we will continue to use strategic delivery partners for longer (e.g. some business support functions).
- 8.12 Our strategic delivery partners will work with us to develop in-house capabilities through knowledge transfer and upskilling WPP IM Co personnel. This will be a requirement in the selection process for WPP IM Co investment advice delivery partners.

Developing our long-term strategy

- 8.13 Once WPP IM Co is established, the senior management team will be charged with delivering a more detailed 5-year plan to the Shareholder Board, prioritising development of the operating model where greatest value can be achieved.

8. Conclusions and next steps

Having undertaken a thorough consideration of all options, it is clear that merger or becoming a client of another pool would not be a “more cost effective or otherwise preferable approach to achieving compliance” with the objectives of Government.

For reasons demonstrated within this submission, WPP plan to continue as a separate pool and adapt our operating model to meet all Government requirements, including establishment of an FCA-regulated investment management company (“IM Co”).

The WPP has long-term aspirations for the future evolution of its operating model and will utilise its strong history of collaborative working to put in place these ambitions over the medium term.

The plans set out in this submission focus on day 1 delivery of new Government requirements. Beyond March 2026, work will continue to further enhance the operating model, developing in-house capabilities aligned with the long-term aspirations of Government.

We look forward to discussing any comments or questions MHCLG and HMT may have on this submission. It will assist WPP and other pools greatly if Government can confirm its intentions and requirements following the “Fit for Future” consultation. This will help administering authorities with internal governance approvals including approvals for expenditure on implementation and hiring. In the meantime, work on implementation will continue.

Appendix 1 – Investment Transition Cost in Event of Merger

WPP sub-funds	Redemption Swing Factor (bps)	Subscription Swing Factor (bps)	Wales AUM (£)	Transaction Costs Redemption (no inspecie)	Transaction Costs Subscription (no inspecie)	Transaction Costs Redemption (inspecie)	Transaction Costs Subscription (inspecie)
Absolute Return Bond Fund	20	20	526,085,062	1,052,170	1,052,170	1,052,170	1,052,170
Global Credit Fund	15	15	1,011,242,168	1,516,863	1,516,863	1,516,863	1,516,863
Global Government Bond Fund	10	10	493,401,776	493,402	493,402	493,402	493,402
Multi Asset Credit Fund	30	30	839,107,865	2,517,324	2,517,324	2,013,859	2,013,859
Sustainable Active Equity Fund	15	10	1,603,020,726	2,404,531	1,603,021	1,442,719	961,812
UK Opportunities Fund	10	60	758,467,918	758,468	4,550,808	455,081	2,730,485
Global Growth Fund	15	15	3,696,119,019	5,544,179	5,544,179	3,326,507	3,326,507
Global Opportunities Fund	15	15	3,474,075,921	5,211,114	5,211,114	3,126,668	3,126,668
Emerging Markets Equity Fund	35	30	273,621,777	957,676	820,865	957,676	820,865
Sterling Credit Fund	15	15	723,160,712	1,084,741	1,084,741	433,896	433,896
Total WPP Directly Transferable			£13,398,302,944	£21,540,467	£24,394,486	£14,818,842	£16,476,528
% Directly Transferable							
				Total	£45,934,953		£31,295,370
					c34.3 bps		c23.4 bps

Source: Russell Investments. Includes listed assets in ACS (c£14bn). Excludes passive investments (c£5bn) and private markets (c£5bn). Excludes project implementation costs for merger, legal costs, costs of winding up WPP ACS and any contract termination costs or penalties with service providers

Appendix 2 – Day 1 and Day 2 Hires and Payroll

Day 1 roles and payroll cost

Day One/Day Two	SMF Ref	Role	Headcount	Salary	Bonus %	Bonus	Additional Benefits Package %	Additional Benefits Package	Total Package
Day One	SMF 1	CEO	1	£200,000	70%	£140,000	40%	£80,000	£420,000
Day One	SMF 3	CIO	1	£175,000	70%	£122,500	40%	£70,000	£367,500
Day One	SMF 3, SMF 16/17	CRO	1	£175,000	40%	£70,000	40%	£70,000	£315,000
Day One	SMF 3	COO	1	£175,000	40%	£70,000	40%	£70,000	£315,000
Day One	SMF 2 (TBC)	Head of Finance/Finance Director	1	£125,000	30%	£37,500	40%	£50,000	£212,500
Day One	SMF TBC	Head of Client Relationships	1	£85,000			40%	£34,000	£119,000
Day One		Head of Investment Implementation (Deputy CIO)	1	£120,000	15%	£18,000	40%	£48,000	£186,000
Day One		Head of Investment Advice Services	1	£110,000	15%	£16,500	40%	£44,000	£170,500
Day One		Support for Investment Implementation Services	1	£85,000	10%	£8,500	40%	£34,000	£127,500
Day One		Deputy CRO	1	£100,000	15%	£15,000	40%	£40,000	£155,000
Day One		Operations Manager (Deputy COO)	1	£100,000	15%	£15,000	40%	£40,000	£155,000
Day One		Contract Manager	1	£65,000	10%	£6,500	40%	£26,000	£97,500
Day One		Support to COO	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day One		Deputy Finance Manager	1	£65,000	15%	£9,750	40%	£26,000	£100,750
Day One		Personal Assistant	1	£40,000	10%	£4,000	40%	£16,000	£60,000
Day One		Administration Assistant	1	£25,000	10%	£2,500	40%	£10,000	£37,500

FTE= 16

Total **£2,913,750**

Potential additional roles over following 2-3 years

Day One/Day Two	SMF Ref	Role	Headcount	Salary	Bonus %	Bonus	Additional Benefits Package %	Additional Benefits Package	Total Package
Day Two		Head of Legacy Asset Management	1	£110,000	15%	£16,500	40%	£44,000	£170,500
Day Two		Head of Local Investments	1	£110,000	15%	£16,500	40%	£44,000	£170,500
Day Two		Head of RI	1	£110,000	20%	£22,000	40%	£44,000	£176,000
Day Two		Head of Legal	1	£100,000	20%	£20,000	40%	£40,000	£160,000
Day Two		Head of IT	1	£80,000	20%	£16,000	40%	£32,000	£128,000
Day Two		Support/Analyst CIO	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day Two		Support/Analyst CIO	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day Two		Support/Analyst CIO	1	£60,000	10%	£6,000	40%	£24,000	£90,000
Day Two		Support/Analyst CIO	1	£60,000	10%	£6,000	40%	£24,000	£90,000
Day Two		Support/Analyst/Trainee CRO	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day Two		Support/Analyst HoF/FD	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day Two		Investor Reporting Manager	1	£65,000	10%	£6,500	40%	£26,000	£97,500
Day Two		Project Manager	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day Two		Support/Analyst COO	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day Two		Support/Analyst HoCR	1	£50,000	10%	£5,000	40%	£20,000	£75,000
Day Two		Administration Assistant	1	£25,000	10%	£2,500	40%	£10,000	£37,500

FTE= 16

Total **£1,645,000**

On day 1 we plan to have circa 16 FTE and a payroll of £2.9m. (See section 5.4.) Over a period of 2-3 years, as WPP takes more functions in-house we expect to increase FTE to around 32 and payroll to c£4.5. (See section 8.) Salaries assumptions based on a recruitment agency survey data for Financial Services professionals and some public information on senior role remuneration at other LGPS pools (not for profit entities).

Appendix 3 – Project Plan and Workstreams

				2025												2026		
				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Milestone	Owner	Other resources	Start Date	Due Date	Dependencies													
Main Milestones																		
Stakeholder Engagement & Governance																		
Identification of Key Stakeholders	Tracey Williams	Hymans Robertson, Burges Salmon	Wed 22/01/25	Ongoing	Engagement of all stakeholders listed													
Communication Plan	Tracey Williams	Hymans Robertson, Burges Salmon	Wed 22/01/25	Ongoing	Establishing stakeholder plan and current communication policy													
Governance Sign Off Structure	Tracey Williams	Hymans Robertson, Burges Salmon	Wed 22/01/25	Fri 28/02/25	Ensuring all parties are considered and approval channels are agreed and shared													
Business Case																		
Draft Business Case	Jeffrey Dong	Hymans Robertson, Waystone Russell Investments	Mon 27/01/25	Fri 14/02/25	Input from other workstreams is provided - IM Co. Build & FCA Authorisation													
Review of Business Case	Jeffrey Dong	Hymans Robertson, Waystone Russell Investments	Fri 14/02/25	Fri 28/02/25	Establish governance process for approval before submission													
Submission	Jeffrey Dong	Hymans Robertson	Fri 28/02/25	Fri 28/02/25	Review of business case is complete by all parties required and appropriate approval given by JGC (this may be retrospective at formal JGC on 12th March 2025)													
Outcome of submission	Jeffrey Dong		Mon 03/03/25	Mon 31/03/25	Unsure of the timeline for response by government													
FCA Authorisation																		
Application production	Anthony Parnell	Hymans Robertson, Waystone Russell Investments, FCA Case Officer	Mon 03/03/25	Mon 30/06/25	Input from work done in other workstreams - Business Case/Business Plan, IM Co. Build. Establish governance processes for approval before submission.													
SMF roles in place	Anthony Parnell	Hymans Robertson, Waystone Russell Investments	Mon 03/02/25	Fri 30/05/25	Input from work done in other workstreams - IM Co. Build - recruitment, establish governance processes for approval of roles to be established and then advertised													
Business Plan finalised	Anthony Parnell	Hymans Robertson, Waystone Russell Investments	Mon 27/01/25	Mon 30/06/25	Input from work done in other workstreams - Business Case/Business Plan, IM Co. Build. Establish governance processes for approval.													
Day One plans in place	Anthony Parnell	Hymans Robertson, Waystone Russell Investments	Mon 27/01/25	Mon 30/06/25	Input from work done in other workstreams - Business Case/Business Plan, IM Co. Build. Establish governance processes for approval.													
Submit application	Anthony Parnell	Hymans Robertson, Waystone Russell Investments, FCA Case Officer	Sun 01/06/25	Tue 31/07/25	All information needs to be provided by all parties before the submission date, including time for review and governance approval.													
Authorisation	Anthony Parnell	Hymans Robertson, Waystone Russell Investments, FCA Case Officer	Fri 01/08/25	Tue 31/03/26	Timeline from FCA has indicated approval can be anything from 6 months to 12 months to be received													
IM Co. Build																		
Target Operating Model Finalise	Alex Bull	Hymans Robertson, Waystone Russell Investments	Mon 27/01/25	Fri 28/02/25	Government response to business case could influence the structure of TOM.													
IM Co. setup	Alex Bull	Hymans Robertson, Waystone Russell Investments	Mon 03/03/25	Mon 30/06/25	Information required for this application still to be decided and form will need governance approval before submission to Companies House													
Resourcing & remuneration	Alex Bull	Hymans Robertson, Waystone Russell Investments	Mon 03/03/25	Tue 31/03/26	Business Case approval and governance approval required before this process can begin													
Establish Investment Advice Services	Alex Bull	Hymans Robertson, Waystone Russell Investments	Mon 03/03/25	Wed 31/12/25	Representing plans set out in Business Case													
Establish Investment Implementation Services	Alex Bull	Hymans Robertson, Waystone Russell Investments	Mon 03/03/25	Wed 31/12/25	Representing plans set out in Business Case													
Establish Investment Legacy Asset Services	Alex Bull	Hymans Robertson, Waystone Russell Investments	Mon 03/03/25	Wed 31/12/25	Working with the Asset Transition workstream													
Establish Local / Impact Investment team	Alex Bull	Hymans Robertson, Waystone Russell Investments	Mon 03/03/25	Tue 31/03/26	Working with the Asset Transition workstream													
Implementation and operational readiness	Alex Bull	Hymans Robertson, Waystone Russell Investments	Tue 01/07/25	Tue 31/03/26	Governance approval and all tasks completed before proceeding													
In house investment management plan in place	Alex Bull	Hymans Robertson, Russell Investments, Burges Salmon			Input from work being done in the IM Co. workstream. Governance approval process													
Go Live	Alex Bull	Hymans Robertson, Waystone Russell Investments	TBC	TBC	Governance approval and audit?													
Asset Transition																		
Identify legacy assets	Phil Latham	Hymans Robertson, Russell Investments, Burges Salmon	Mon 27/01/25	Fri 28/02/25														
Plan for management of assets under new IM Co.	Phil Latham	Hymans Robertson, Russell Investments, Burges Salmon	Mon 27/01/25	Tue 31/03/26	Input from work being done in the IM Co. workstream. Governance approval process													
Transfer of assets	Phil Latham	Hymans Robertson, Russell Investments, Burges Salmon	Fri 01/06/25	Tue 31/03/26	Governance approval process													

Appendix 4 – WPP Portfolio Managers

Portfolio Manager	WPP Assets
Russell (9), Waystone (1)	10 actively managed equity and fixed income sub-funds, held in a WPP ACS
BlackRock	Passively managed ACS, exclusively for WPP AAs
Schroders	Private Equity LPs, Real Estate ACS (UK and local)
GCM	Closed ended infrastructure LPs
IFM, CBRE, Octopus	Open ended infrastructure funds
CBRE	Property (global)
WPP IM Co	Legacy mandate oversight
WPP IM Co	Local investments

Over time, WPP IM Co will take over further Portfolio Management activities where the business case supports (e.g. where can save costs without losing access to scale benefits such as access to investment opportunities available to external providers and unlikely to be available to WPP IM Co). WPP IM Co management will prioritise this activity and make recommendations to shareholders.