

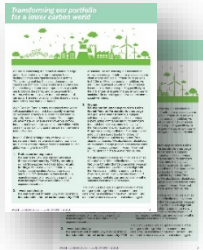
APF Communications update



30th November 2021

1. Climate Emergency comms
2. Press
3. CE animation & eZine
4. Members' ESG survey
5. APF LinkedIn account
6. MSS sign up campaign
7. Internal comms - APF staff newsletter

Climate Emergency ESG communications to date



Spring 2020 newsletter 38,000 - Active members

Spring 2020 newsletter 31,500 - Deferred members



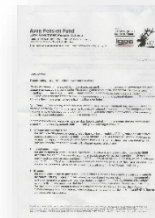
Spring 2020 letter 34,500 - Pensioner members

Summer 2020 newsletter 38,000 - Active members



Spring 2021 newsletter 38,000 - Active members

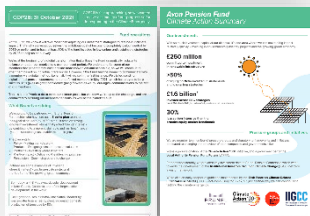
Spring 2021 newsletter 34,500 - Pensioner members



Summer 2021 newsletter 31,500 - Deferred members



Summer 2021 newsletter 38,000 - Active members



Climate change targets / equity review press release



FINTECH ZOOM
UK pension fund to shift £780m to FTSE Paris-aligned benchmark
by JAMES ALBERT - October 8, 2021

TrustedInsight
Avon, Phoenix Group And Tfl: Pension Schemes Covering Billions Bolster Net-zero Ambitions
BY JESSICA HARRIS | 08/10/2021 10:45 AM

responsible investor
Friday Funds: UK pension fund to shift £780m to FTSE Paris-aligned benchmark
The latest developments in ESG-related funds
By Dennis Webb - Oct 8th 2021

edie
Avon, Phoenix Group and TfL: Pension schemes covering billions bolster net-zero ambitions
4 October 2021, source: [www.edie.com](#)

PENSIONSAge
The leading pensions magazine
Avon and TfL pension schemes step up commitment to net zero
By Sophie Smith 08/10/21

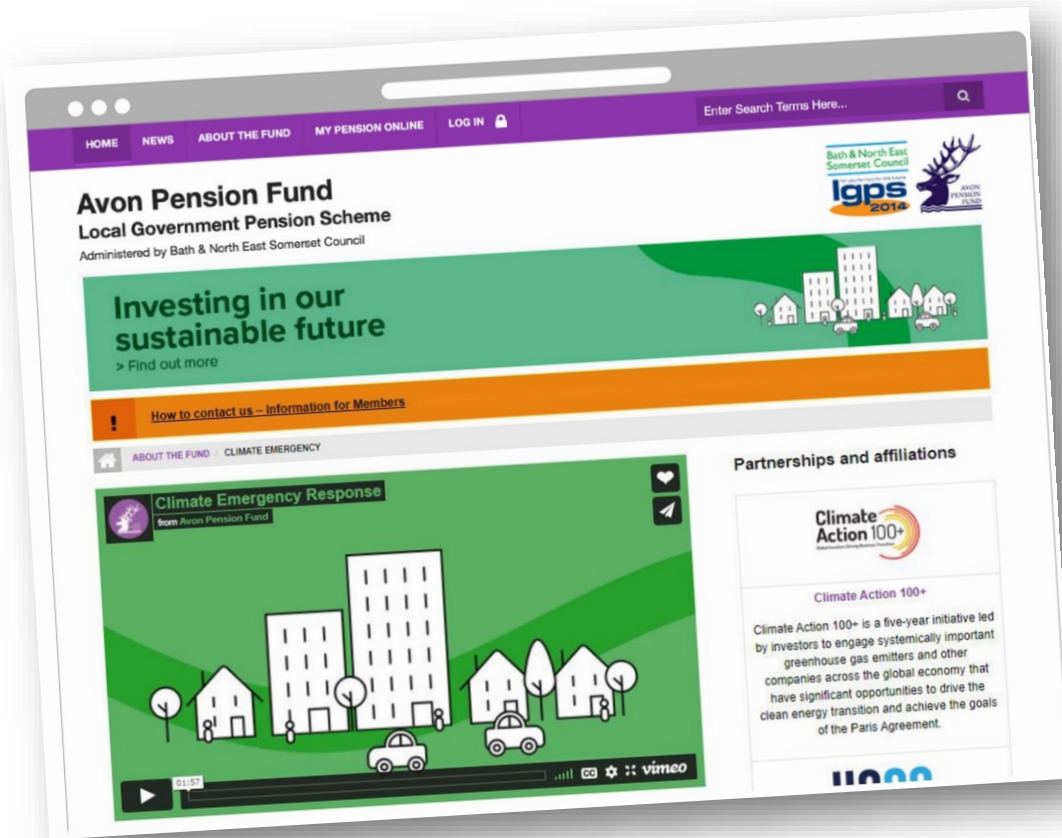
total Bristol
AVON PENSION FUND SETS AMBITIOUS CLIMATE CHANGE TARGETS

Pensions&Investments
October 04, 2021 12:11 PM
U.K. pension funds Transport for London, Avon set net-zero goals
By HAZEL BRADFORD 02

bbpmedia
Avon Pension Fund sets ambitious climate change targets..
News
08/10/2021

PROFESSIONAL PENSIONS 25 YEARS
TfL and Avon commit to climate change targets
TfL looks to 55% reduction by 2030 while Avon commits to 43% reduction by 2025
Jonathan Higgins
04 October 2021 - 3 min read

Climate Emergency animation



- Climate Emergency animation - *accessible explanation of our actions and future strategy for responsible investment*
- Hosted in Vimeo
- Over 500 views so far
- Distributed via LinkedIn, email, website and staff newsletters

Climate Emergency animation

THEKNOWLEDGE Keeping you informed

Avon Pension fund climate emergency response

Most high street banks and many private pensions are heavily invested in fossil fuels.



'Greening' your money to ensure it has a positive impact and funds sustainable projects is an important, impactful change everyone can make to tackle the climate emergency.

Avon Pension fund is already recognised as a leader in Responsible Investment.

Following a review of its investment strategy, and in the lead up to COP26, the fund has put together a short animation outlining their approach to investment in response to the climate emergency.

Avon Pension Fund plans to lower its carbon footprint and invest more capital in renewables. The short animation highlights the work they are doing to become a Net Zero pension fund by 2050 or earlier.

You can see it at <https://www.avonpensionfund.org.uk/climate-emergency>

Climate Action email signature

A new email signature has been developed for anyone who wishes to show support for Climate Action North Somerset, particularly over the next two weeks to coincide with COP26, the UN global climate change conference.

The new signature can be copied from this image and pasted into your signature:



Together we can make a difference
Find out how you can do your bit to create a healthier, happier, greener North Somerset at:
[n-somerset.gov.uk/climateaction](https://www.n-somerset.gov.uk/climateaction)

Or it is also attached to the email that accompanies this climate special issue of *The Knowledge*.


www.n-somerset.gov.uk

6

View this email in your browser

Bath & North East Somerset Council **Staff Update**
Be our BEST to improve people's lives

Improving People's Lives



Pension Fund Investment and the Climate emergency

In relation to COP26, Avon Pension Fund has put together a short animation outlining the Fund's approach to investment in respect of the climate emergency. It highlights the work it is doing to become a carbon neutral pension fund by 2050, or earlier.

<https://www.avonpensionfund.org.uk/climate-emergency>

We look forward to sharing more progress with you in the near, medium, and long-term future of this ambitious goal.

ESG eZine - Climate Emergency



1. Foreword
2. Our Climate Action
3. Climate Emergency

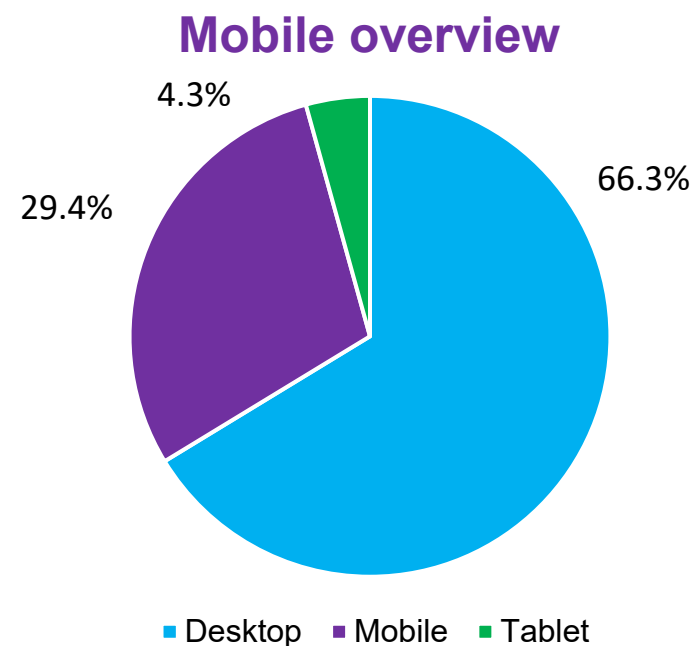
Animation

4. About COP26
5. Case Study

- Distributed via **LinkedIn**, **email** and **website**

Google Analytics – APF Members’ website

Webpage	Unique views
/	3,490 (23%)
/my-pension-online	1,215
/contact-us	542
/climate-emergency	484
/paying-in	441
/nearing-retirement	337
/update-members-how-to-contact-us	337
/thinking-of-joining	330
/no-longer-paying-in	305
/about-the-fund	280



Data: 29 Oct – 27 Nov 2021

Members' ESG survey



Avon Pension Fund
Local Government Pension Scheme
Administered by Bath & North East Somerset Council

Avon Pension Fund
Members' Responsible Investment Survey

Dear Scheme Member,

With COP26 taking place on UK soil this year, you, as a valued member of the Avon Pension Fund, are invited to complete our Responsible Investment and our Environmental, Social and Governance (ESG) survey. Your opinion matters to us, so we would appreciate your feedback on a short survey we have put together. It should take you about 5 minutes to complete.

[Click here to complete the survey](#)

The survey will be available to complete until 30th November 2021.

Your answers are anonymous and will only be used to inform the Avon Pension Fund.

Avon Pension Fund Members' ESG Survey

1. Please tell us your age range

2. What is your membership status?

Active
 Deferred
 Pensioner
 Non-member

3. What level of interest do you have in how the Pension Fund invests?

3

1 = Not interested
5 = Very interested

4. What level of knowledge do you already have of Responsible Investing?

Very high level of knowledge
 Somewhat high level of knowledge
 Somewhat limited knowledge
 Very Limited knowledge
 No knowledge
 Other

Here, responsible investing refers to the consideration of environmental factors, social factors and corporate-governance standards when making investment decisions and while holding investments.

5a. How important do you think it is for the Fund to take account of Responsible Investment issues when making investment decisions?

3

1 = Not very important
5 = Very important

- **41,365** emails delivered
- Closing date **30th Nov 2021**
- **3,668** completed surveys (8.8%)

APF LinkedIn account



The image shows a screenshot of the Avon Pension Fund's LinkedIn profile and three overlapping posts. The profile header includes the Avon Pension Fund logo, the name 'Avon Pension Fund', the tagline 'Everything we do is for the benefit of our members.', and the location 'Government Administration · Bristol · 21 followers'. Below the profile information are buttons for 'Following', 'Visit website', and 'More'. The navigation bar shows 'Home', 'About', 'Posts', 'Jobs', 'People', and 'Videos'. The three posts are: 1) A post titled 'An update on McCloud' with an orange background, dated 6 days ago. 2) A post titled 'Hello, LinkedIn.' with a purple background, dated 3 weeks ago, with the text 'Here at Avon Pension Fund, we're taking our first steps into the world of Social Media. We're delighted to be here, and can't wait to connect with members, scheme employers, and even our own employees.' 3) A video post titled 'Climate Emergency Animation' with a green background, dated 3 weeks ago, with the text 'Today is Finance Day at COP26. It's a chance to demonstrate that public and private finance is being mobilised to help tackle the climate emergency.' The video player shows a duration of 0:02 / 1:57 and 952 views.

- APF LinkedIn account launched **November**
- Communication channel to reach scheme employers

APF 2021 Annual Benefit Statements



Avon Pension Fund Local Government Pension Scheme

Administered by Bath & North East Somerset Council



Dear Scheme Member,

Scheme administrators are currently in the process of preparing the dispatch of your latest Annual Deferred Pension Statement.

This email is to notify you in advance of some changes we are making to the way we communicate this information to you.

This year, as well as posting your statement to you, we're also making them available via the [my pension online](#) service. We will notify you shortly when your statement is available to view online and give instructions on how to access it.

Why are we making Annual Deferred Pension Statements digital?

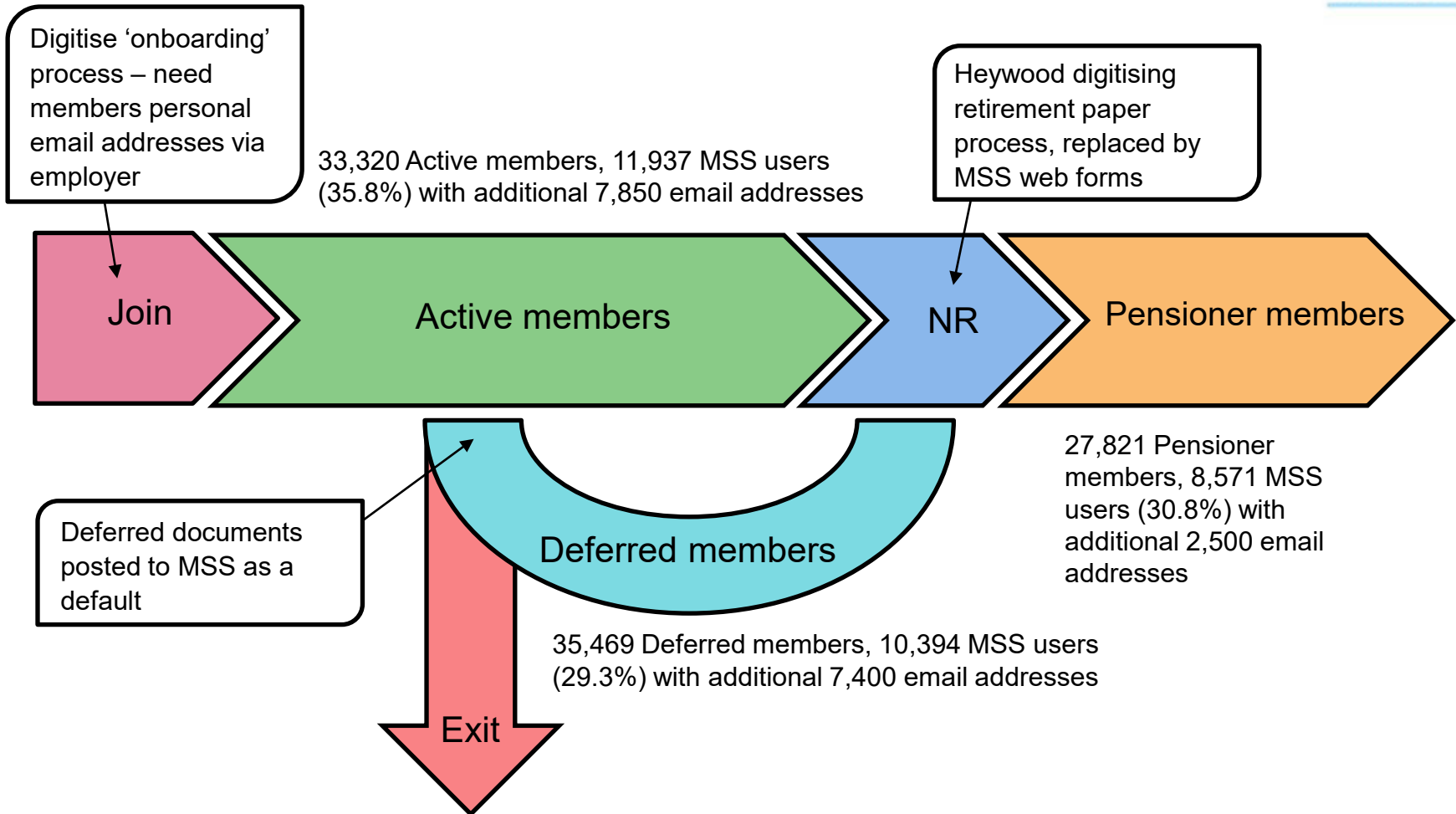
Having pledged to align Avon Pension Fund with the climate goals of the Paris Agreement, we must do all we can as an organisation to limit our carbon output – and that includes reducing our use of paper. Going forward, our goal will be to communicate with members digitally where possible, so if we have the means to contact you digitally, we will do so in the first instance.

This doesn't mean we won't contact you by post if that's what you'd prefer. You'll be able to update your communications preference to your preferred method through your [my pension online](#) account, or simply by getting in touch if you don't have an account.

If you require any assistance regarding your statement or anything else regarding your pension, please don't hesitate to contact a member of our team using the button below.

- **June 2021** - Deferred members ABS available online for the first time
- Bulk email sent to Deferred members who had signed up for MSS (approx. **10,000**)
- **810** members accessed their ABS digitally
- As part of the digital transformation process this facility will be extended to **Active MSS members in August 2022**

APF member journey



APF staff newsletter



The APF Chronicle

November 2021 (Issue 1)
Climate Animation, Marathon Success, and New Peers to Welcome

Dear all,

Welcome to this inaugural issue of the APF Chronicle – the digital staff newsletter for the Avon Pension Fund.

With remote working set to become more of a permanent fixture in our lives, we're unable to have those little 'water cooler' moments that we'd once enjoy during the day.

Without those moments, we don't get to have those spontaneous conversations or spread of good/fun news through the office that we've been used to for so many years before now. We hope this will help bring back some of that cheer and help us all feel a bit more connected. We'll be sharing good news and fun stories of things that have been going on 'around the Fund', both in the office and out!

So, if you have anything you feel like sharing – and it could be anything from a hobby you've picked up to a charity you're raising money for – please drop our resident APF Journalist, Tom Bond, a line – tom_bond@bathnes.gov.uk

Without further ado, let's dive into issue one!

Climate Emergency Animation

In the lead up to COP26, we've put together this short animation outlining the Fund's approach to investment in respect of the climate emergency. It highlights the work we are doing to become a Net Zero pension fund by 2050 or earlier.

A special thanks to Mark Foster and Nathan Rollinson for their assistance in getting this off the ground!

Just click the link below to view the animation on our Climate Emergency FAQ page.

[Click here to view the animation](#)

- Inaugural issue of the APF Chronicle
- Climate Emergency Animation
- Marathon Man
- New faces join APF
- A fond farewell

Any questions?