

Bath & North East Somerset Council	
MEETING:	AVON PENSION FUND COMMITTEE
MEETING DATE:	22 SEPTEMBER 2023
TITLE:	APF REBRAND PRESENTATION
WARD:	ALL
AN OPEN PUBLIC ITEM	
List of attachments to this report: Appendix 1 – APF Rebrand	

1 THE ISSUE

1.1 Our current brand is not fit for a 'digital first' world and as we are currently developing a new member website it is an ideal opportunity to rebrand. A brand is not just a logo but it is also how we communicate with our stakeholder groups.

2 RECOMMENDATIONS

2.1 The Committee notes the brand report and proposed new brand.

3 FINANCIAL CONSIDERATIONS

3.1 This project has been budgeted for in the general communications and marketing budget for 2022/2023 & 2023/2024.

4 REPORT – APF REBRAND

Why rebrand:

4.1 Our main aim with the rebrand is “to make our branding more digital-friendly and accessible for all stakeholders, so we Can effectively communicate our ethos, goals and key messaging”.

a) The new branding will support the Fund’s digital transformation project and in particular the new member website.

b) This is vital for the necessary channel shift, allowing members to self-serve, moving enquiries from p and telephone to our developing online platforms.

4.2 The current brand features a logo which consists of the sea-stag from the old Avon County crest, and purple from the old Avon Treasury, neither of which exist anymore. The APF need brand fit for a 'digital first' world:

a) The stag logo is not fit for purpose digitally.

b) We need to drive uptake of our digital services including My Pension Online and communicate online. This will save money, cut our carbon impact, and help us to increase service Levels.

c) The website platform is reaching end of life, which represents a unique opportunity.

d) Accessibility can be considered with the development of a new brand.

Work undertaken so far:

- 4.3 The first phase of the rebranding project involved key stakeholder interviews, an all-staff survey (45 responses) and a staff brand discovery workshop.
- 4.4 From three initial visual brand options presented by the agency, one was chosen to develop further. Pension Committee representatives were present at this selection meeting in June 2023.
- 4.5 Selected the most fitting tagline and messaging pillars
- 4.6 Brand guidelines document has been signed off, which will allow the development of branded assets/templates.
- 4.7 Work on a detailed tone of voice/‘writing for Avon Pension Fund’ document being undertaken internally. We want our Tone of voice to be: Simple; Welcoming and Matter of fact
- 4.8 Started process of implementing tone of voice and accessibility guidance on current member website content.
- 4.9 Rebrand presentations delivered to Pension Board and APF staff.

Next steps:

- 4.10 The next steps in the rebrand delivery process are:
 - a) **22 September 2023** - Deliver rebrand presentation to Pension Committee.
 - b) **October / November 2023** - Update all APF documents with the new brand, including Altair Word documents, re-writing some copy for frequently used documents.
 - c) **November 2023** - Branding templates, PowerPoint etc. delivered.
 - d) **Early December** - Prepare updates to APF email signatures and share brand guidance with APF staff. Communications to employers and members begin.
 - e) **Mid December** - ‘Brand in action’ presentation delivered to the Pension Committee.
 - f) **2024 Q1** - Member website & rebrand launch - the new branding should feature on all documents, especially external.

5 RISK MANAGEMENT

- 5.1 An effective governance structure, defining clear responsibilities, and ensuring that the decision making body has an adequate level of knowledge and access to expert advice, is a key aspect of the risk management process.

6 EQUALITIES STATEMENT

- 6.1 A proportionate equalities impact assessment has been carried out using corporate guidelines and no significant issues have been identified.

7 CLIMATE CHANGE

- 7.1 The Fund is implementing a digital strategy across all its operations and communications with stakeholders to reduce its internal carbon footprint in line with the Council’s Climate Strategy. The Fund acknowledges the financial risk to its assets from climate change and addresses this through its strategic asset allocation to Paris Aligned Global Equities, Sustainable Equities and renewable energy opportunities. The strategy is monitored and reviewed by the Committee.

8 OTHER OPTIONS CONSIDERED

8.1 None.

9 CONSULTATION

9.1 The Council's Director of One West has had the opportunity to input to this report and has cleared it for publication.

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Background papers	N/A
Please contact the report author if you need to access this report in an alternative format.	