



FINANCIAL WELLBEING

Hear how a range of organisations have kick-started

Their financial wellbeing programmes



01 ANGLIAN WATER

02 DEFRA GROUP

03 LONDON CITY AIRPORT

04 THE CO-OPERATIVE GROUP



Approaching a pilot

Before rolling out a full

Financial wellbeing programme



A more integrated approach to wellbeing

Anglian Water wanted to take a more integrated approach towards the wellbeing of their employees.

In Q4 2016, Anglian Water launched a pilot partnership with Neyber to 10% of their employees to test whether the proposition was something that would resonate with their employees.

After a successful pilot Neyber loans and financial education were launched to full population

Measurable impact

- Hardship loan applications **decreased**
- High level of **knowledge and engagement** across the business and the new wellbeing initiative
- Employees and Managers felt **more supported**

82%

thought other employees would value this benefit





Department
for Environment
Food & Rural Affairs



How to use employee

Surveys to inform your

Financial wellbeing programme



Understanding the landscape



75%

of employees believed
it was Defra group's
responsibility to provide
financial education

Defra group were looking for a strategy that supported all their employees' financial wellbeing and provided personalised guidance based on specific interest and financial goals.

They carried out an extensive research programme in 2015 with the help of Money Advice Service (MAS)

The results were staggeringly clear, revealing that employees wanted support with their financial education, and confirmed that Neyber was the right choice to provide financial education to their 23,000 employees

As inclusion was key, Neyber launched with a series of roadshows to 16 locations across the UK to ensure that all employees were engaged and fully understood the offering.



The link between

Financial wellbeing and a

Reduction in workplace accidents



A more integrated approach to wellbeing

Following an employee survey and focus group interviews London City Airport identified that financial worries were a key concern for employees with 22% of their employees were living pay-check to pay-check.


Measurable impact

- 56% drop in RIDDORs and year-on-year decrease in accidents at work
- 92% of staff responding positively to the question 'how confident are you managing financial affairs?'
- **18% increase** in employees responding positively to: 'London City Airport cares about my health and wellbeing'.
- **Neyber most popular benefit aside from pensions.**

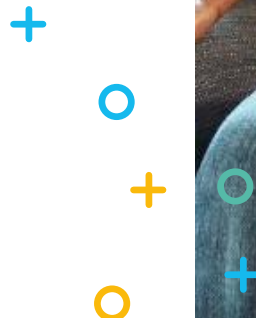
£264

Saved on average
by employees taking
out a loan with
Neyber





Overcoming the challenges of communicating financial wellbeing to a diverse workforce



Reaching a diverse population



A need to
change
behaviour and
culture around
money

As with many convenience retailers they have a huge offline population and high turnover of part-time workers. The Co-operative Group contains more than 63,000 colleagues, with 45,000 colleagues geographically dispersed across their 2,600 small stores located up and down the country

They had many challenges when it came to communicating new benefits, but were also concerned about the drivers of absence and sickness within the organisation

They had increasing pressure from their trade unions to provide more financial wellbeing support. They also looked at colleagues' needs and did extensive market research.

They used a multi-channel approach to embed the benefit in the organisation.

They have seen a 350% increased engagement with the Hub from campaigns