



**WSB<sup>TM</sup>+B**

**20 22 AWARDS**

**The winners of this year's  
accolades for excellence  
among employers and  
providers**



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## Recognising excellence



**Jonathan Stapleton, editor**

The tenth annual Workplace Savings & Benefits Awards – presented at London's Marriott Grosvenor Square in September – celebrated employee benefit excellence among employers, providers and consultants.

There has been a lot to celebrate. While the world of workplace benefits has always been a hectic and varied one, the past year has seen yet more change in the world of wellbeing and employee benefits – with employers having to grapple with new ways of working and how best to support staff working remotely as well as dealing with the continuing challenges posed by the Covid-19 pandemic and a growing cost of living crisis.

Yet, while these issues have been hugely challenging, there is no doubt that those working in employee benefits have adapted their offerings to meet the challenges and to help their staff.

It is this flexibility and excellence we have set out to recognise in this year's awards.

Presenting awards for excellence in any area of business is never an easy task but it is particularly difficult when it comes to the workplace savings and benefits world, where there is so much outstanding work. It is even more difficult during what has been such a challenging year.

My thanks go out to all the employers and providers who took part in our awards and worked so hard to put forward so many high-quality submissions.

Compiling the list of the winners for this year's awards required a huge amount of hard work from our distinguished panel of judges. My thanks go out to each and every one of them, without whom this event would not be possible.

I would also like to thank all the firms who have supported this year's event, either by buying tables at the presentation dinner or sponsoring our awards.

This supplement shares some of the stories of success from this year's awards – I hope you enjoy reading about them and wish you all the best of success for the year ahead.

### An Incisive Business Media publication

#### Editorial

WSB.Editorial@incisivemedia.com  
@WSandBenefits

#### Editor-in-chief

Jonathan Stapleton  
jonathan.stapleton@incisivemedia.com  
020 7484 9747  
@JonStapleton

#### Business development manager

Will Bolton  
will.bolton@incisivemedia.com  
020 7484 9796

#### Events

**Events manager**  
Matthew George  
matthew.george@incisivemedia.com  
020 7484 9785

#### Research analysis

**Senior market research executive**  
Mitchell Tulloch  
mitchell.tulloch@incisivemedia.com  
020 7484 9757

#### CEO

Jonathon Whiteley  
jonathon.whiteley@incisivemedia.com  
020 7484 9745

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Distributed by: Incisive Business Media Ltd

Tel: +44 (0) 20 7484 9000

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ISSN 2059-7843





# WSB Awards: Roll of honour

Here it is - the full list of winners for the Workplace Savings & Benefits Awards 2022. The awards were presented at a gala dinner at the Marriott Grosvenor Square in London.

## ANNIVERSARY AWARD

**10 Years of Excellence in Employee Benefits Award**

- Winner: Aon
- Highly Commended: Standard Life

## EMPLOYER AWARDS

**Best Benefits Strategy / Innovation of the Year**

- Winner: University of Lincoln

**Best Pensions Strategy of the Year**

- Winner: Jacobs Douwe Egberts
- Highly Commended: BNP Paribas

**Best Communications / Engagement Initiative of the Year**

- Winner: Ocado
- Highly Commended: Travis Perkins

**Best Healthcare and Wellbeing Strategy of the Year**

- Winner: BNP Paribas

**Best Financial Education Strategy of the Year**

- Winner: EY

**Best Flexible Benefits Strategy**

- Winner: Lowell

**Best Mental Health Wellbeing Strategy of the Year**

- Winner: Lendlease

## CONSULTANT AND PROVIDER AWARDS

**Benefits Innovation of the Year**

- Winner: Cushon

**Employee Benefit Consultant of the Year**

- Winner: Barnett Waddingham

**Pension Consultant of the Year**

- Winner: Hymans Robertson

**Group Risk Consultant of the Year**

- Winner: Isio

**Healthcare and Wellbeing Consultant of the Year**

- Winner: Aon

**Benefit Communication Initiative of the Year**

- Winner: Standard Life

**Best Use of Technology for Benefits Award**

- Winner: Mercer DC Master Trust

**Car Scheme Provider of the Year**

- Winner: Tusker
- Highly Commended: SG Fleet UK

**Financial Education Provider of the Year**

- Winner: Scottish Widows
- Highly Commended: Lemonade Reward

**Group Risk Provider of the Year**

- Winner: Unum UK



**Health Cash Plan Provider of the Year**

- Winner: Medicash

**Health and Wellbeing Provider of the Year**

- Winner: Bluecrest Wellness

**Pension Provider of the Year**

- Winner: Scottish Widows

**Wellbeing Initiative of the Year**

- Winner: ToHealth (Part of PAM Group)

**Mental Health Initiative Provider of the Year**

- Winner: Unum UK

**Workplace Savings and Benefits Initiative of the Year**

- Winner: Buck
- Highly Commended: Worklife by OpenMoney

**Diversity and Inclusion Excellence Award**

- Winner: Dalriada Trustees
- Highly Commended: Standard Life



# RECOGNISING EMPLOYER EXCELLENCE

WSB looks at how the University of Lincoln, Jacobs Douwe Egberts, Ocado, BNP Paribas, EY, Lowell and Lendlease won their accolades at the WSB Awards 2022

## University of Lincoln

The University of Lincoln won **Best Benefits Strategy/Innovation of the Year** for the pilot study it launched in partnership with Cushon in a bid to ensure its student campus jobs workers who are enrolled in a pension did not miss out on the financial benefits of auto-enrolment.

As part of the pilot, Lincoln's student workers are now auto-enrolled into Cushon as a workplace savings solution. From here they can contribute up to 4% of their pay each month into an ISA of their choice with a financial incentive coming from the employer too with the university doubling their contributions to a maximum of 8%.

## Jacobs Douwe Egberts

Jacobs Douwe Egberts won the **Best Pensions Strategy of the Year** category for the way it overhauled its pension provision – undertaking a substantial project to harmonise eight legacy pension schemes, including seven defined benefit (DB) and one defined contribution scheme (DC), into a single double-matched DC scheme.

As part of this process, it provided one-to-one IFA support to all former DB members and substantially boosted employee understanding of its offering.

## Ocado Group

The Ocado Group won the **Best Communications/Engagement Initiative of the Year** accolade for the way in which it created a unified recognition platform during the year.

Its new 'All Stars' platform, launched after a significant consultation process, allows

employees and managers to simply and easily give recognition to their peers, helping to engage and motivate employees for a job well done. Some 77% of employees now receive a reward through All Stars, compared to 1% previously, and over 10,000 recognitions have been given since launch.

## BNP Paribas

BNP Paribas' won the **Best Healthcare and Wellbeing Strategy of the Year** award for the changes it made to its wellbeing offering.

These included enhancements to its private medical benefit - adding neurodiversity diagnosis for both adults and children, and removing menopause treatments restrictions, both firsts in the UK employee private medical market.

It also introduced a range of wellbeing initiatives, including a new wellbeing fund, Wellbeing 250, where it gave all eligible employees £250 to support their wellbeing.

## EY

As well as launching a financial wellbeing hub, EY – the winner of this year's **Best Financial Education Strategy** award – spent 2021 building out a financial wellbeing campaign.

EY identified four key areas of focus for its campaign in 2021: 'Resilience', 'Back to Basics', 'Putting the E in ESG' and 'Ripples'; – holding a range of well-attended webinars, seminars and 121 sessions during the year. As a result of the campaign, EY's benefits platform saw an increase in traffic, exploration of benefits and guides hosted on the intranet, as well as uptake in benefits across the board.



## Lowell

Lowell won the **Best Flexible Benefits Strategy** accolade for the introduction of a refreshed benefits offering which added value and helped improve the employee value proposition.

The proposition had a holistic range of benefits, support services and interventions to help address the needs of the workforce – and included providing healthcare to all, holiday buy, sick pay insurance, savings vehicle, discount platform, tech scheme and electric cars. It also included the introduction of a benefit brand, Lowell4me, which hosts all benefits and information on an easily accessible mobile-enabled online platform. This platform saw engagement levels of 95.70%, achieving Lowell's objectives of increasing engagement.

## Lendlease

Lendlease won the **Best Mental Health Wellbeing Strategy** award for its commitment to tackle an industry problem and the sheer amount of initiatives, activities, events and offerings it has initiated to support employees' mental health.

During the year, Lendlease has introduced a wide range of initiatives, activities, events and offerings to support employees' mental health including mental health training, creating a wellbeing hub, providing uncapped wellbeing leave and recruiting more than 150 active mental health first aiders and 50 wellbeing and inclusion champions. It has also introduced private healthcare and has held a range of events to encourage employees to talk about mental health as well as extensively communicating with its workforce around the issue.



# EMPLOYEE BENEFIT CONSULTANT OF THE YEAR

WSB talks to [Barnett Waddingham platform and benefits partner Julia Turney](#) about winning the award

### What does it mean to win this award?

Barnett Waddingham is all about finding the best outcomes for our clients and their employees. To have our data led, holistic approach to benefits acknowledged is fantastic, but we couldn't do it without our clients. Winning this award is testament not only to the team's efforts but to our clients, who work in partnership with us to help develop and deliver our solutions for them. It's always great to be recognised, but we don't rest on our laurels and are always looking for innovative approaches which will benefit our clients; our new sustainable benefits module through our 4me platform is an example of this.

### What do you believe sets you apart from your peers?

Our approach is different as we are a partnership and so have our future in our own hands. This means we can focus on developing long-term client relationships rather than adopting a short term, income-based view. It also means we can be quite nimble around innovation and proposition development. We believe innovation is a key part of our progression and future, and invest heavily in this. Our in-house 'Future Factory' supports the development of forward-thinking ideas across both our employee benefits team and the wider services we offer.

Independence means we're also free to think beyond standard labels and start conversations that consider wider issues, for example around ESG. We've been trailblazing to deliver innovative benefit strategies which support our clients'



Jimmy McGhie (left) presents the accolade to Barnett Waddingham partners Julia Turney (centre) and Damian Stancombe (right)

ESG objectives. We believe that when aligning benefits to corporate ESG goals, it's important not just think of green initiatives but to improve wellbeing, reduce inequalities and build strong communities. We look not only at sustainable benefits but also challenge benefit providers to be more sustainable, integrating sustainability scoring into our review process. In addition, we have sustainable incentives where employees are rewarded for certain actions and behaviours with tree and coral reef planting or ocean plastic recovery.

From holistic data-driven approaches towards impact investing and responsible business strategies, to simpler, everyday improvements that combine social and environmental benefits, we're ready to help shape a more sustainable future for our clients.

### Judges' comments

Judges commended BW on its "consistent approach to consultancy" and for the way it innovates across its business

### What are the key challenges facing your clients and how are you helping them address them?

We recognise it is a difficult time for our clients in the current climate; the cost-of-living crisis is affecting millions of people. In turn there are huge pressures facing businesses, including spiralling costs, a drop in consumer spending and the post pandemic battle to attract and retain talent. We're talking to them about our employer DNA approach; understanding the unique nature of their business through analytics and then how to build business resilience and spend smarter.

### How will you continue to improve your services to clients over the coming 12 months?

We operate a culture of continuous improvement. We therefore consider the issues our clients are facing today, along with those they may encounter in the future. This is supported by our 'Future Factory', as mentioned above, which generates and cultivates ideas around service delivery, with the aim of improving efficiencies and driving down costs. This underpins our consistent aim to think beyond the future and prepare for the 'one-day'. Our approach is always to add value, not cost.



# CAR SCHEME PROVIDER OF THE YEAR

WSB talks to [Tusker chief executive Paul Gilshan](#) about winning the accolade

### What does it mean to win this award?

To have won the 'Car Scheme Provider of the Year' award for the second consecutive year is a fantastic achievement for everyone at Tusker. We've been making our customers' lives simpler for more than 22 years now, priding ourselves on excellent service and our award-winning salary sacrifice schemes. To be presented with this award is a further recognition of our efforts is just the icing on the cake.

### What do you believe sets you apart from your peers?

Our provision of affordable, new, safe and green vehicles ensures that our drivers' needs are met, while employers can rest assured that their staff are happy, safe and supported at the wheel of a Tusker vehicle.

As a carbon neutral company for more than a decade, Tusker has been proud to become a net positive carbon contributor to the environment in 2021. Tusker offsets all vehicle emissions over the life of our agreements, whether tailpipe emissions, or EV charging emissions, ensuring employers are confident that their footprint has been reduced. Tusker has proactively offset more than 250 thousand tonnes of carbon, proudly enjoying a carbon-neutral fleet as a result.

As Tusker are actively supporting drivers in making the switch to EV based on their requirements, we know that the switch to EV motoring can be daunting. Tusker employs a team of in-house expert advisors who are on hand to offer independent advice to all drivers, on



Jimmy McGhie (left) hands the award to Tusker chief executive Paul Gilshan (right)

### Judges' comments

Judges commended Tusker for launching more electric only schemes than ever before in 2021 and praised it for remaining the only carbon neutral car scheme provider

which vehicle might best suit their needs. Alongside help with vehicle selection, Tusker can advise on vehicle charging, and how to drive an EV to make the most of a vehicle's available technology.

### What are the key challenges facing your clients and how are you helping them address them?

For many of our clients, reducing their overall fleet emissions, and in particular those of grey-fleet vehicles is a key concern, and one which Tusker is proudly able to address for companies across the UK through the implementation of its car schemes. With the introduction of carbon-

neutral vehicles onto companies' fleets, emissions drop while levels of employee care rise. In one instance, for a major energy supplier, Tusker was able to remove more than 500 older, polluting vehicles from the company, to the benefit of everyone.

### How will you continue to improve your services to clients over the coming 12 months?

The remainder of 2022 will see Tusker introduce our car schemes to over 150 UK based companies, with more to come over 12 months. Having launched more than 300 schemes so far in 2022, expanded our business development teams and our customer excellence support services accordingly, our plans are to further develop our teams in 2023 and beyond. Tusker will also continue to promote our company ethos of sustainability by continuing our tree-planting campaign across schools in the local area, engaging future generations in environmental responsibility via positive actions.



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