

The logo features the letters 'WSB' in a large, bold, red font. A small '+' sign is positioned between the 'S' and 'B'. Below the 'S' and 'B' are two overlapping circles, the left one containing the number '20' and the right one containing '23'. To the right of these circles, the word 'AWARDS' is written in a white, bold, sans-serif font, underlined by a thin white horizontal line.

WSB⁺

20 23 AWARDS

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



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A year of continuing challenges



Jonathan Stapleton, editor

The eleventh 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 the continuing challenges posed by the cost-of-living crisis as well as the ongoing evolution in the way many of us are working.

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.

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 have been 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.

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WSB Awards: Roll of honour

Here it is - the full list of winners for the Workplace Savings & Benefits Awards 2023. The awards ceremony was held on 7 September 2023 at the Marriott Grosvenor Square in London.

EMPLOYER AWARDS

Best Benefits Strategy / Innovation of the Year

- Winner: Kier Group
- Highly Commended: Dojo

Best Communications / Engagement Initiative of the Year

- Winner: Travis Perkins
- Highly Commended: Howdens

Best Healthcare and Wellbeing Strategy of the Year

- Winner: Shearman & Sterling

Best Financial Education Strategy of the Year

- Winner: BP
- Highly Commended: Travis Perkins

Best Flexible Benefits Strategy

- Winner: Leonardo

CONSULTANT AND PROVIDER AWARDS

Benefits Innovation of the Year

- Winner: Legal & General

Employee Benefit Consultant of the Year

- Winner: Barnett Waddingham
- Highly Commended: Aon

Pension Consultant of the Year

- Winner: Hymans Robertson

Group Risk Consultant of the Year

- Winner: Benefex

Healthcare and Wellbeing Consultant of the Year

- Winner: Kamwell

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: SG Fleet UK

Financial Education Provider of the Year

- Winner: Fidelity International

Group Risk Provider of the Year

- Winner: Zurich

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: Standard Life

Wellbeing Initiative of the Year

- Winner: Healthcare rm (Part of HCML Group)

Mental Health Initiative Provider of the Year

- Winner: Unum UK

Workplace Savings and Benefits Initiative of the Year

- Winner: Employee Benefits Collective

Diversity and Inclusion Excellence Award

- Winner: ToHealth



RECOGNISING EMPLOYER EXCELLENCE

WSB looks at how the Kier Group, Travis Perkins, Shearman & Sterling, BP and Leonardo won their accolades at the WSB Awards 2023

Kier Group

Kier Group won **Best Benefits Strategy/ Innovation of the Year** for the way it expanded its benefit offering to cater for the individual needs of its employees.

During the year, it introduced benefits to cater to the wider workforce with financial wellbeing in mind – with the cost-of-living crisis impacting on homes across the UK, it was important that the business delivered benefits which help employees manage their finances more effectively.

It also undertook to make sure the benefits and terms and conditions of employment were fair and consistent across its workforce – levelling up several benefits across the company as a result.

Finally, Kier enhanced and introduced policies to support its employees at critical points in their lives - including a policy and pay for fertility leave; a menopause policy; and a pregnancy loss policy.

Travis Perkins

Travis Perkins won the **Best Communications / Engagement Initiative of the Year** category for the way it successfully launched a new financial wellbeing benefit across the Travis Perkins Group to further enhance its comprehensive employee value proposition.

During the year, Travis Perkins also developed a bespoke strategy to communicate the benefit – combining leading technology solutions and traditional methods to provide a tailored and personalised experience for its colleagues to engage with the benefit and understand the value it could bring to them.

The change achieved high enrolment and

engagement - a take up that Travis Perkins said demonstrated the positive impact of the benefit on improving the financial resilience and overall wellbeing of its colleagues.

Shearman & Sterling

Shearman & Sterling won the **Best Healthcare and Wellbeing Strategy of the Year** accolade for a project designed to help women to thrive through all life stages.

The firm began the project by reviewing its benefits and policies from a gendered lens to establish gaps – consulting key stakeholders across the business as well as seeking external advice from qualified professionals in order to obtain a greater understanding of the issues and their potential solutions.

This project led to the introduction of three significant policies and benefits – an improvement in the firm’s paternity leave and shared parental leave benefits – so the female choice to take maternity leave was not driven only by financial need; the introduction of a free menopause consultation service and employee and line manager toolkit; and the introduction of a free fertility consultation service and employee and line manager toolkit.

BP

BP won the **Best Financial Education Strategy of the Year** award for the implementation of a ground-breaking financial education strategy for all of its 8,000 UK employees.

The multi-channel programme leveraged multiple communications channels to help BP’s employees understand the company’s benefits programme. Alongside standard written communications, this included

high-impact summaries, video content, and digestible guides to explain the programme in a clear, accessible way.

BP also introduced financial coaching alongside an easy-to-use online money health check tool. Coaching has helped employees self-assess and prioritise their financial needs – with employees being matched with coaches that are available on an ‘as you need it’ basis. Finally, BP has introduced quarterly topics of focus on financial wellbeing, alongside financial webinars that respond to specific events.

Leonardo

Leonardo won the **Best Flexible Benefits Strategy** award for revising its flexible benefits strategy to offer greater choice appealing to every generation’s needs.

Initiatives introduced during the year include giving all employees £500 annually – a move it said supports every employee regardless of age, seniority or business function. Leonardo said the move provides employees with options to get something straight away, rather than only insurance that pays ‘if something goes wrong’.

Leonardo also invested in employees’ wellbeing by offering a ‘lifestyle account’ – allowing employees to spend some/all of their £500, claiming back money on activities that support their wellbeing (and reflect the company values) such as new skills, personal training, medical treatments and sporting activities like golf or yoga.

It also became the first firm in its market to launch a native app – allowing all employees to access and manage all benefits from a smartphone or tablet, gaining a consumer-led benefits experience.



EMPLOYEE BENEFIT CONSULTANT OF THE YEAR

WSB talks to [Barnett Waddingham partner and head of benefit consulting David Collington](#) about winning the award

What does it mean to win this award?

We were absolutely delighted to be named 'Employee Benefit Consultant of the Year' for the second year in a row. It is always humbling to win an industry-recognised award, as it spotlights not only the work that all our teams put in, but also the satisfaction our clients have with what we do and the outcomes we achieve in partnership with them.

What do you believe sets you apart from your peers?

Our independence and partnership approach means we are free to think differently and control our own future, for the benefit of BW and our clients. We are passionate about sustainability and innovation, and we have integrated both as standard across our services, helping our clients to make a difference. Our actuarial heritage also means we can use these capabilities, together with our in-house software development teams, to combine data, tech and subject matter experts in one team. This helps us with streamlining innovation, client delivery and our ability to diversify what we offer to our clients in order to deliver better outcomes for them.

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

The legacy of Covid, the cost-of-living crisis, labour shortages, digital transformation and the impact of AI are all challenges that our clients continue to face, and we are helping help them to identify what is key for their own business and to focus on this. We



Aurie Styla (right) and Aviva's Simon Ellis (left) present the award to Barnett Waddingham's David Collington (centre left) and Eamonn Ash (centre right)

Judges' comments

Judges commended the winner on a range of great innovative projects – many driven by its 'Future Factory' initiative to boost innovation. Projects praised by judges include the winner's WARM AI tool to help facilitate decision making; and its private medical insurance navigator tool.

establish what their objectives are and how our services, especially around people, can help them to mitigate risk, improve their business resilience and better understand the return on investment on developing people centric initiatives.

We will continue to invest in people and technology developments to support

the delivery of employee fulfilment, not only internally, but also for our clients' workforces, helping employers to thrive in these challenging times.

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

We will continue to do what we are doing - we will listen to our clients and continue to deepen our relationships with them in order to understand their challenges and be able to put ourselves in their shoes. We call this understanding the 'Employer DNA'. This all feeds into improving the services we provide, while also highlighting areas for diversification and innovation. Seeking feedback is continuous within BW, as is having plans in place to turn feedback into positive action.



FINANCIAL EDUCATION PROVIDER OF THE YEAR

WSB talks to **Fidelity International global head of workplace investing communications and engagement Jamie Bullock** about winning the accolade

What does it mean to win this award?

We are so delighted to have been selected as Financial Education Provider of the Year at the Workplace Savings and Benefits awards. Our submission covered our Workplace Investing financial wellness offering including our Workplace Workout member engagement programme, our Virtual Pension Centre and our Pension Session videos with comedian Mark Watson, and we are proud to be chosen as the winner amidst some impressive competition.

What do you believe sets you apart from your peers?

We have taken a really focused approach to understanding our member base and the current barriers to engagement. The findings from our research have allowed us to set very clear objectives and KPIs and to design our communications strategy to support, educate and communicate with our members in ways which will resonate with them. We've devised an innovative educational programme that supports members to take 'small steps' with the aim of helping them to engage not only with their workplace pension, but their broader financial future. We've focused on making financial wellness fun, providing the content members really want in a way that is engaging, accessible and relevant to them.

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



Aurie Styla (right) presents the award to Fidelity International's Clare Gonsalves (left) and Jamie Bullock (centre)

One of the key challenges is the spectrum of financial confidence within our member base. Our 'small steps' approach is intended to make the complex world of pensions simple by providing members with small, actionable steps. Starting with education on basic, day-to-day financial needs (budgeting, debt, savings and protection), we encourage members to use our online tools and content to assess where they are on their financial wellness journey, establishing goals and looking at where there may be gaps. We created our interactive Virtual Pensions Centre where members can enter a purpose-created world and navigate immersive online rooms to find out more about their pension and how it is invested. To combat the perceived 'dryness' of the subject, we also commissioned humorous educational videos on pensions, fronted

Judges' comments

Fidelity International was praised by judges for its year-round education programme, which has led to members progressing from basic financial wellness tasks to the more complex pension tasks; and the way in which it has grown member engagement.

by *Mock the Week* comedian Mark Watson, and introduced gamification technology to assess its impact on member engagement.

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

We are aware that our members' needs are always changing as they move through various life stages. The support that someone needs when they are starting their career and their first experience of a pension is different to what they may need if they are starting a family or changing career. And different again to someone who has several pension pots and may be thinking about retirement for the first time. We are going to continue working with behavioural scientists to make sure we 'nudge' our members to participate in their own financial wellness in ways that suit them.



Jamie Bullock

And we are going to keep working on our segmentation, making sure that members receive the support and information they need, at the right time and in a format that works for them.

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