

HOW TO CREATE A JOINED-UP APPROACH TO FINANCIAL WELLBEING

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HARGREAVES
LANSDOWN

LOOKING AFTER OUR CLIENTS IS WITHIN OUR COMPANY DNA

Supporting the people who serviced them needed to be addressed



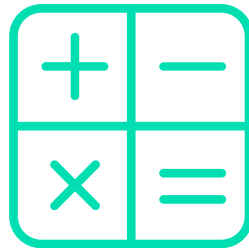
Engaged colleagues are
more productive



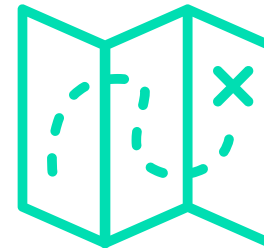
To be more competitive
with other FTSE 100
companies



Increasing
colleagues retention



More than a pay packet



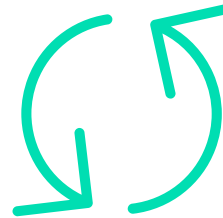
Helping colleagues through
key life stages

LOOKING AFTER OUR CLIENTS IS WITHIN OUR COMPANY DNA

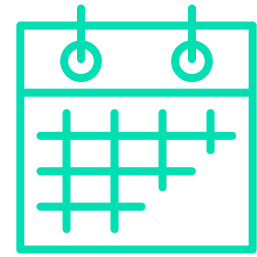
Further support to the people who service them



Reducing financial stresses



Linkages between physical
wellbeing to financial well being



Future motivation

More productivity in the workplace will increase customer ratings

HOW THE COMPANY EXPLORED EMPLOYEES NEEDS

- Colleague surveys
- Talk times with managers and HR focus groups
- Hosting educational 'money weeks'
- Benchmarked ourselves against local employers
- Glassdoor review



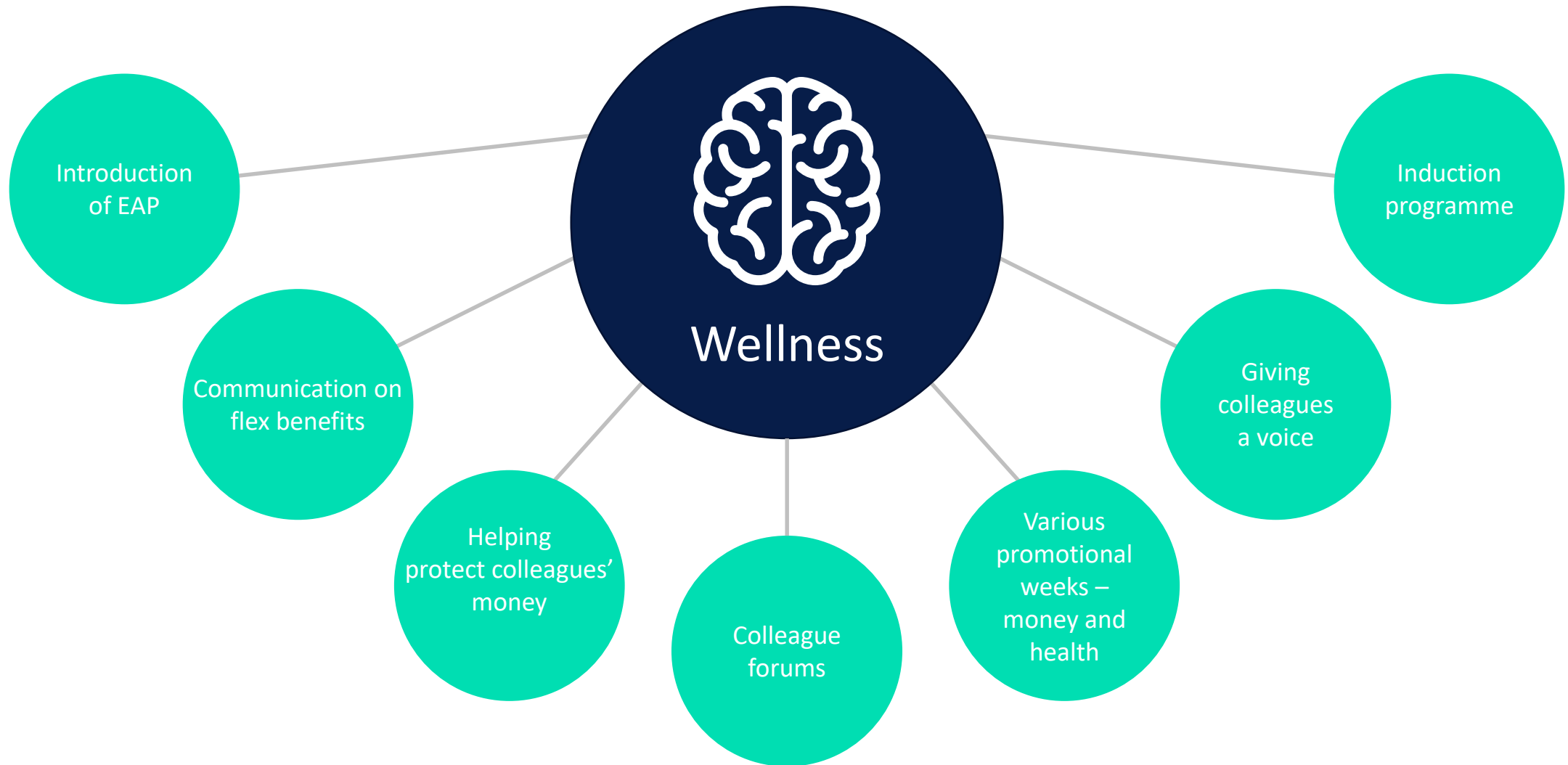
AND WHAT WE FOUND

- Pension scheme was no longer competitive
- Holiday entitlement wasn't consistent with other FTSE 100 companies
- People wanted Flexible benefits – such as season ticket loans, purchasing additional holiday, bike to work t etc
- Regardless of salary, colleagues at all levels need support with their finances
- Plus.....flexible working locations and dress code were also raised

One in four employees say money worries affected their ability to do their job



BUILDING A COMMUNICATIONS AND ENGAGEMENT MIX



HOW COLLEAGUES AT DIFFERENT LIFE STAGES HAVE BENEFITTED



- Savings for first property
- Helping to manage their finances more efficiently
- Redirecting their monthly salary before hitting their bank account
- Awareness of the importance of contributing to their pension
- Flexible benefits for health and holiday were cited as key benefits



- Savings vehicles for university fees or moving house
- Providing junior ISAs for their children
- Early stages of retirement planning
- Redirecting their monthly salary before it hits their bank account
- Flexible benefits for health and holiday were cited as key benefits
- Understanding how to choose investments



- Starting retirement planning
- Redirecting their monthly salary before it hits their bank account
- Flexible benefits for health and holiday were cited as key benefits

WHAT WORKED WELL AND WHAT THE COMPANY MIGHT HAVE DONE DIFFERENTLY

WELL

- Increase in completion of expression of wish forms
- People are now engaged with their pension and taking advantage of the matching option
- More people are selecting Flexible Benefits
- Themed weeks, guest speakers in the Atrium supporting mortgage advice

DIFFERENTLY

- Started the programme earlier
- Embedding and giving management further support to help within 1:1s
- Promotion through face to face engagement with colleagues

MEASURING SUCCESS

- 40% of people in HL have completed expression of wish form (mostly between age group 30-40)
- 45% of colleagues increased their pension to the maximum
- 40% of colleagues bought holiday – reducing salary for better work life balance
- 30% of employees subscribed into our SAYE scheme
- Improved colleagues survey results and year on year increase in response
- Fewer people off sick through stress



OUR FUTURE PLANS

More specific surveys on how we can support with:

- Debt management
- How to save for first house/moving house/rainy day/holiday etc
- Bridging the pension gap for women
 - returning to work from maternity

Supporting our 50 + population with midlife MOTs

Reviewing our pension matching approach – how we could further support lower paid colleagues

Further support for high earners



THANK YOU