

A 2020 Vision:

Looking towards the future of the Employee Benefits Package

From Face to
User-Interface

Financial Wellbeing



Segmentation
and Education

Collaborative
Working



Acknowledgements

We would like to take this opportunity to thank all of those who participated in our research.

We hope you enjoy reading this as much as we enjoyed creating it.

Covid-19 Update

The research for this report was conducted prior to the ongoing Covid-19 pandemic. Whilst this is first and foremost a human tragedy, there is no denying that this has also had a significant impact on organisations across the world.

However, with many of the topics already discussed in the research – technology, mental health and wellbeing – exacerbated as a result of the ongoing crisis, we hope that these findings can continue to offer useful insight throughout this time. The impact of Covid-19 on each of our key findings has been referenced throughout this report.

It is also important to note that whilst this document discusses communicative elements involving face-to-face interaction, DAM advise that this should only be done in a safe environment and when government guidelines permit to do so.

As always, we continue to offer our ongoing support to all organisations impacted by this unprecedented situation – least not our friends in the hospitality industry, whom without their support, this research would not have been possible.

Many thanks,
The DAM Team

DAM

Making Pensions Personal

Introduction

By Russell Davidson,
*CEO & Founder of
Davidson Asset Management*

As cubicles become hot desks and coffee shop meetings turn in to conference calls, there is no doubt that the workplace is forever undergoing change. And if we don't keep up, we're left behind. The same goes for the employment landscape, as employers are forever faced with a range of new opportunities and challenges with each new employee that enters the workplace. Millennials and Gen-Z are continuing to change the dynamics of the workplace, with their practices, attitudes and behaviours differing extensively from that of the previous generation.

With these groups now making up over 50% of the workforce (set to rise to 75% by 2025)¹, it is clear that employers must look to offer something a little different to keep them attracted and engaged.

We have all heard of the novelty solutions- ping pong tables, bean bags for chairs and happy hour- but whilst these perks may get people through the door, the lack of depth and longevity to these benefits may quickly turn them redundant. So, looking towards the future of the employee benefits package, what exactly can, and should, employers do to meet the needs of the modern-day workplace?



This report will reveal some key insights and trends regarding the communication of employee benefits and the expectations of technologically advanced employees, as well as the importance of knowledge-sharing and collaborative working. As the increasing importance of mental health continues to develop amongst society as a whole, we explore the concept of financial wellbeing and its role within the workplace.

Of course, this is not to say that we are naïve enough to believe that developing an attractive and relevant benefit strategy will automatically result in a team of hardworking, motivated and loyal employees. It is human nature to want to find out whether the grass is really greener on the other side. But through effectively creating and communicating an up-to-date and valuable benefits strategy, this should help to promote a positive workplace culture, and in turn help to contribute towards a hopeful cycle of brand ambassadors- with employees- current and past- promoting your organisation as a great place to work.

¹Sternberg, 2019, ProGroup, *Millennials-in-the-Workforce*

Research

Aim: As employee benefits specialists, the aim of this research was to review some of the main aspects of the employee benefits package and highlight some key factors that should be considered in helping to align with the dynamics of the modern-day workplace.

Quantitative Research



A questionnaire was conducted using an online survey between March to September 2019. This was completed by 147 UK respondents across a range of industries. Of these, **54%** were age 34 and below, **19%** aged 35-49 and **27%** aged 50+. From this sample, **35%** were part-time employees and **65%** were full-time employees.

Qualitative Research



In-depth interviews were conducted with 18 employees from the hospitality industry. The sample pool varied in job role, age and gender. A focus group was also conducted using 6 university graduates from the University of Strathclyde. Discussions centred on employee benefits and expectations for entering the workforce.

Interviews: A range of telephone interviews with leading HR experts from the hospitality industry were conducted:

- **Alison Gray:** HR Director, Delaware North
- **Shona Rye and Liz Cave:** Directors, Your Invisible Partner
- **Kate Underwood:** Managing Director, Kate Underwood HR & Training
- **Madeleine Digby:** HR Director

Interviewees were asked a series of questions regarding the changing dynamics of the workplace, as well as their personal experience in adapting to cater to an ever-growing demographic.

Panel Discussion: In November 2019, DAM hosted an “Eat and Educate” session at The Crazy Coqs, Zedel (Corbin & King). Five HR directors from within the hospitality industry were invited along to take part in a panel discussion which further explored the change in workplace dynamics and the impact on employee benefits. An overview of the discussion is included at the end of this report.

From Face to User-Interface

In this section: DAM explore the current methods that employers use to communicate key information regarding the employee benefits package. In general, findings reveal that employees would value a more inclusive approach, covering both online and face-to-face communications.

Findings from interview sessions revealed that once joining a company, employees generally received a standardised welcome pack that they were often too **“overwhelmed”** to digest at the time, with updates and reminders provided on an **“infrequent”** basis.

✉ When exploring the different channel’s used by employers to communicate the employee benefits package on an ongoing basis, **email and benefit fairs/ events** were the most common forms amongst interview respondents.

For many individuals working in a fast-pace environment, email traffic can often be very high, so using this as the sole form of communication for all aspects of the employee benefits package runs the real danger of not reaching a large part of the workforce. For some, it may be that these non-urgent emails are filed away immediately to keep on top of work, whereas others who share an email address with multiple colleagues may not get the chance to view it at all. Instead, using email as a way to sign-post individuals to a more centralised information hub can help to relay some key messages and remind them of how it can be accessed at a time and place that suits them.

-Alison Gray, HR Director

When new members start work, they are often so overwhelmed that fully understanding and comprehending the benefits package will likely be one of the last things on their mind. Information should not simply be provided when they first join, but instead offered regularly in a format that resonates with their individual needs. Importantly, they should not have to seek information on what they are entitled to – it should be easily accessible and available at all times.

- Liz Cave, Director

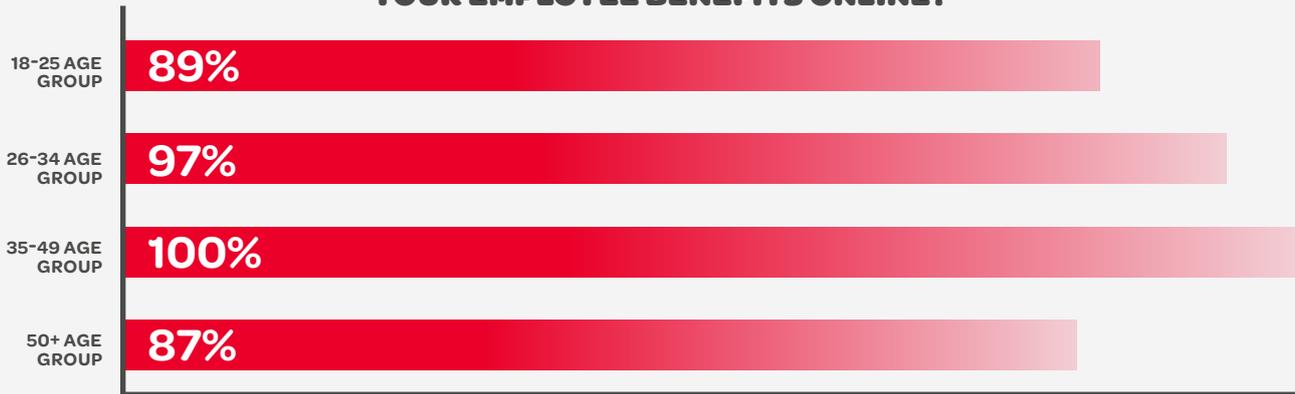
When asked how they would like their employer to communicate information relating to the benefits package going forward:

97% survey respondents said that they expect to be able to view information about their benefits online.



All participants in the focus group indicated an expectation to have key information on the benefit package of a future company available online.

WOULD YOU LIKE TO BE ABLE TO VIEW INFORMATION ABOUT YOUR EMPLOYEE BENEFITS ONLINE?



PERCENTAGE WHO VOTED YES



Industry Insights: These findings suggest that individuals, across all age ranges, would value the ability to view information about their benefits package online. Given how often technology is used on an everyday basis and with a range of workplace processes (such as payslips and holiday requests) already moving online, organisations may also wish to consider offering information on the employee benefits package online, for example, via the internal company platform, or a private social media page.

In doing so, employers have the opportunity to provide employees with access to relevant and up to date information on the range of

benefits available, which can help ensure individuals are not overwhelmed with the abundance of information, but instead, are aware of how it can be accessed at a time and a place that suits them. A range of communicative methods can then be utilised by management teams to regularly signpost employees to the portal - ranging from online notifications to face-to-face discussions.

Employers can effectively offer a centralised platform providing all relevant information on the benefits available, and support this with consistent communication in a style that resonates with the employee's individual needs.



Covid-19: The recent Covid-19 outbreak has caused a rise in the number of employees working from home, working with social distancing measures in place or on temporary leave as part of the Government job-retention scheme. As a result, many employers have limited face-to-face interactions with their employees, and so have migrated their communications to online platforms such as Zoom and Microsoft Teams. With the use of a centralised online portal/platform now commonplace for many organisations, it makes sense that information on the benefits package follows suit, ensuring that all workers, including those who may be unable to access their emails as a result of the ongoing furlough conditions, are still able to keep informed on the benefits they are entitled to, and understand how these work.

Segmentation and Education

In this section: DAM explore employee understanding and awareness of the benefits package. Findings reveal a lack of knowledge and insight on the different elements of the overall package, suggesting a need for further education to different segments of the workforce to allow them to better understand the implications in light of their unique circumstances.

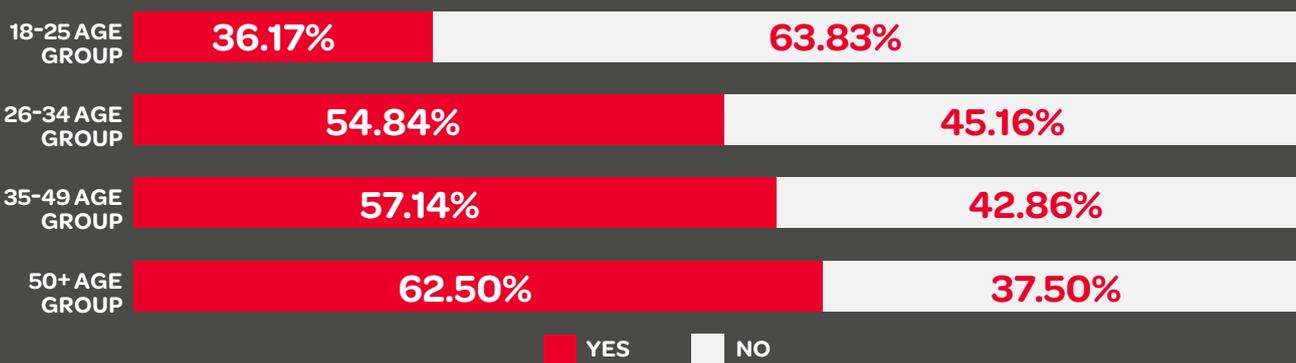
When asked about the most valued aspects of their company benefits package, there was a clear difference between age groups. **Pension and Private Medical Insurance** were the two most favoured benefits amongst interview respondents aged **35 and above**. For those aged **34 and below, shopping, discounts and cash back options** were the most popular.



With instant gratification key amongst younger generations, it offers little surprise that they would be more attracted to instantaneous benefits such as discounts that can be utilised in the short term. However, when questioned about their disinterest in the longer-term aspects of their benefits package,

explanations centred around a **lack of understanding and awareness of the other benefits available, as opposed to a general disregard for them**. 64% of respondents aged **18-25** were unaware of the benefits available as part of their employee benefits package.

ARE YOU AWARE OF THE BENEFITS YOU ARE ENTITLED TO AS PART OF YOUR WORKPLACE EMPLOYEE BENEFITS PACKAGE?



In reference to the company pension scheme, **2/3 of interview respondents aged 25 and below** noted that they **had little understanding** of how this actually worked and were typically **“uninterested”** in this due to the fact it would be **“inaccessible for a long time.”** Others had little interest in the protection benefits, noting that they are **“not relevant”** and would prefer benefits that would offer more **immediate rewards**. However, the Claims Report 2019 highlighted the importance of protection for Millennials as **11%** of all income protection claims are made by those **under the age of 30²**.

² Saville, 2019, Cover, More-than-one-in-10-of-all-claimants-under-30



Pensions are a key retention tool if understood properly. It is vital that younger employees are educated on the specific aspects of the pension that they will typically see value in, for example, tax relief and the wider benefits to the economy via environmental investing, as opposed to providing generic information that they may disregard due to the limitations surrounding when they can access it.

-Madeleine Digby, HR Director



Currently there is not enough employee awareness surrounding the total benefits package. It is very easy for an employee to look at their salary, but not necessarily consider the overall value that they are offered by the employer. Greater focus must be placed on helping an employee understand the total rewards package, and the additional value offered over and above their salary. This can be achieved by ensuring that the key messages on each benefit align with the different groups of employees within the organisation, helping them to understand the value of the benefit based on their own situation. Far too often, generic content is used which can often make it difficult for employees to relate to, ultimately rendering their value useless.

-Liz Cave, Director



There remains a strong mindset that it is not worthwhile spending too much time, money and resources on the employee benefits package due to the high levels of employee turnover, particularly prevalent in industries such as the hospitality industry. And yes, people do move on and will leave, but through effectively developing a valuable benefits package, and making this more accessible and personal via regular communication and suitable education, organisations can effectively develop promising brand ambassadors who view the company as a great place to work.

-Shona Rye, Director



Industry Insights: It is evident that there is a general lack of understanding of the total benefits package amongst the modern-day workforce. As **66%** of survey respondents note that the benefits package that a company offers would impact their decision to work there, it is vital that more is done to help educate employees on the total value of the reward strategy.

Through offering clear and relevant information on each of the benefits available, and their long-term value for specific groups of like-minded employees, employers have the opportunity to demonstrate their competitive advantage. For many employees who just consider their salary due to its tangibility, education is vital to help them truly understand the value of what an employer has to offer.



Covid-19: The pandemic has had a largely negative impact on employee productivity. A recent study found that almost half (49%) of respondents have decreased their work output as a result of homeworking, with reasons stemming from difficulty communicating, mental stress and distraction due to working in a home environment.³ Employee engagement can be difficult under the best of circumstances, making it especially challenging when people are socially isolating/ distancing. Educating employees and reminding them of their worth and value can be key in increasing morale, engagement and productivity at a time where it may be justifiably lacking. Research found that workers who were given “happiness shocks” (perks—not actual electricity jolts) and then asked to perform a task were up to 20% more productive than control groups who weren’t given such happy “shocks.”⁴

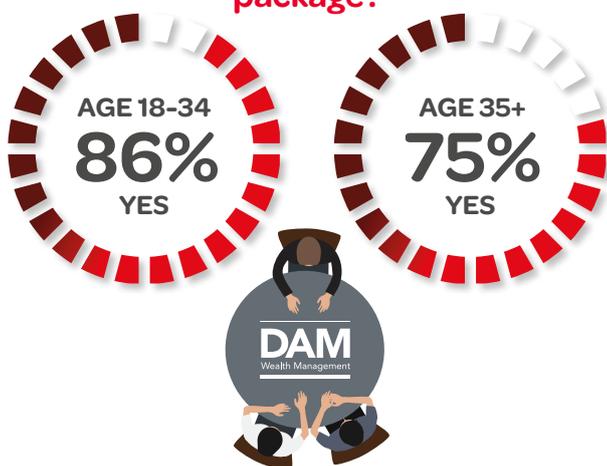
MOT Those Benefits

In this section: DAM review the relationship between the employee and employer with regards to regular and ongoing benefits reviews. Research highlights a need and a want for a side by side collaborative relationship to ensure the benefits package is continuously understood and utilised to its full potential for the individual as they move throughout different life stages.

When asked about how the benefits package could be utilised to its maximum potential, a majority of online survey respondents believed that working alongside their employer was the best method to harness its full potential and offer value to the individual on an ongoing basis.

Interview respondents also noted they would like to have an **“ongoing review”** of their benefits entitlement. They stated that frequently reviewing their employee benefits package with their employer would help to ensure that it continues to meet their needs and their personal circumstances as they experience change and enter different life stages.

Would you like to work alongside your employer to regularly review your package?



Similar to a general MOT designed to check the status of a car on a regular and ongoing basis, conducting a benefits ‘MOT’ can allow the employer the opportunity to effectively check the status of the employee – determining any life events that may warrant them to review different aspects of their benefits package, and make them aware of benefits that they may already be entitled to that were previously deemed unsuitable.

³ Globant, 2020, Supporting employee productivity during Covid-19.

⁴ SgROI, Daniel, 2015, Happiness and Productivity: Understanding the Happy Productive Worker.

It is important to ensure that you do not view your employee benefits offering as a tick-box exercise. Similar to appraisals that are becoming a more frequent and regular part of the employee journey, middle-management should be fully trained in all aspects of the benefits package so that they can have regular conversations with their staff to discuss how the benefits can align with their ever-changing individual circumstances. A conversation with an employee who has recently started regular exercise, for example, may trigger a discussion about utilising the company's discounted gym membership, that they weren't previously aware of.

-Kate Underwood, Managing Director

Ongoing reviews offer employers the opportunity to develop more personal relationships with their staff and show how much they care for and value the individual. The ongoing financial and pension reviews that DAM provide to Delaware North employees as part of their ongoing service offer the opportunity for individuals to discuss the relevant aspects of their personal situation with a qualified advisor- who can offer relevant guidance as and when their circumstances change, not years down the line when it may be considered an "after-thought". For example, a regular financial review session may trigger a useful discussion regarding increasing pension contributions or setting up a child saving plan for an employee who has recently started a family.

-Alison Gray, HR Director

Greater focus should be placed on making an employee aware of the deeper aspects of the benefits package that may be of value to them and their unique circumstances. For example, a lot of organisations offer Employee Assistance Programmes (EAP's) that can assist employees with personal/ work-related problems, yet this is generally not well-articulated. For a staff member going through a difficult time, a middle manager making them aware of how the EAP could be utilised to support them could be of significant value. It is about being mindful of the employee's circumstances and helping them maximise the value of the benefits that are available to them.

-Shona Rye, Director



Industry Insights: As more and more companies now utilise a range of analytics tools to track individual's behaviours and offer specific products or services designed to their needs, it is natural that this expectation is now

being transferred across to the workplace. By working collaboratively with the employee and gaining a better understanding of their lifestyle, goals, and aspirations, a benefits MOT can enable employers to more closely support and meet their ongoing changing circumstances.



Covid-19: Recent research has found that over **50%** of those working remotely from home or on furlough have reported feeling socially unconnected.⁵ Not only has this exacerbated the decline in those already suffering from poor mental health, but now **1 in 5 adults** who have had no previous experience with mental illness report that their mental health is poor or very poor.⁶ Just as it would seem that the pandemic is allowing individuals to rediscover and appreciate the thousands of beautiful destinations that we already have on our doorstep, employers may wish to use this time to remind employees of the range of valuable benefits already available to them - that they may have previously deemed unsuitable or unappealing. Having regular and ongoing discussions throughout this period may therefore offer employees the chance to acknowledge the need for support and to rediscover the valuable health and wellbeing benefits they already have "on their doorstep."

Financial Wellness in the Workplace

In this section: DAM investigate the financial priorities of the modern-day workforce. Research indicates a need for financial guidance that steers away from the conventional topics of retirement planning and towards a wider range of financial topics in a variety of formats to help reduce confusion/embarrassment and encourage open and valuable discussions to take place.

Results from the online survey indicates that **individuals in the 18-25 age group are the most likely to experience the effects of financial stress in the workplace, with 53% observing difficulty in switching off at work.**

When asked about the main financial priorities and pressures, **70%** of survey respondents **aged 18-25** and **78% aged 26-34** stated that **investing in a property** took priority over their pension. Despite this **57%** of those employees were unaware of the main saving opportunities available to them. For example, there was a general lack of awareness and understanding of the Government-backed Lifetime ISA designed

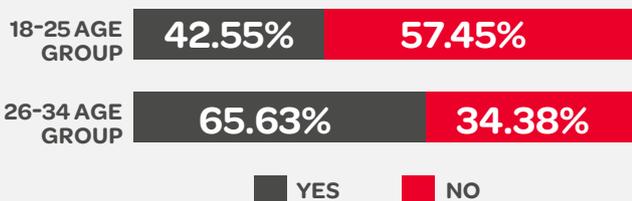
to help first-time property buyers.

When asked where they currently sought  +  =  financial guidance from, responses from the focus group revealed that the **internet was number one, closely followed by parents and family members.** This could potentially lead to a range of challenges such as information overload from online sources. Relying on information from parents may also result in individuals not having access to the most up to date/accurate information as financial products and guidance change over time.

⁵ CIPD, 2020, *Impact of COVID-19 on Working Lives*. CIPD

⁶ Mind, 2020, *Mental Health after Coronavirus: Five tests for the UK Government*. Mind, p.7.

However, a discussion with regards to attending financial wellbeing sessions in the workplace revealed that many younger employees were less eager to do so, with a mere **43% of survey respondents in the 18-25 age group voting yes to attending**



sessions, as opposed to 66% of those aged 26-34. Reasons for lack of participation from younger interview respondents typically centred around **“irrelevant”** topics such as pensions and retirement planning that did not appeal to them at their current life stage, and **embarrassment due to a general lack of financial understanding.** Instead, they stated they would be more enthusiastic about attending financial education sessions covering topics such as **debt management, budgeting and saving.**

Wellbeing benefits - whether financial, physical or mental - are about more than just being made available for eager staff members. They offer a way for employers to more actively take some responsibility for the wellbeing of their team, and show them that they care for them, rather than simply caring about the return on investment.

-Kate Underwood, Managing Director

Financial education sessions should be a high priority in the workplace. With many employees not entitled to the reassurance of a defined benefit pension scheme (providing a guaranteed income for life), it is vital that employers take more action to encourage individuals to prioritise their own financial wellbeing as well as help to remove the stigma around talking about money.

-Madeleine Digby, HR Director



Industry Insights: To maximise financial wellbeing, employers may wish to consider offering varied financial education sessions in the workplace. Smaller more intimate sessions designed to more specifically meet the needs of the diverse groups of employees at similar life stages could be a useful tool to increase attendance and help offer valuable guidance to the younger age group who currently seek information from a range of potentially unsuitable sources.

Furthermore, offering basic financial information and useful guidance via an online portal offers employers the opportunity to provide important information in an accessible and understandable format. This may be of particular value to young people who are typically discouraged from attending financial sessions due to embarrassment, as it can offer key information and provide a general background of knowledge with the aim of helping to encourage further conversation.

See Appendix 1 for information on our DAM Financial Wellbeing Strategy.



Covid-19: Lockdown has created a rise in financial worries by the everyday employee.⁷ Tailoring financial wellbeing sessions to the employee’s needs can not only help to alleviate stress by providing timely information that is directly applicable to their needs, but also helps to show employees that they are not alone during a particularly difficult and isolating time.

⁷ The National Forum for Health & Wellbeing at Work, 2020, Financial Wellbeing Guide. Alliance Manchester Business School.

Overview of panel discussion:

JON DAWSON

*Director of People Development,
Lore Group*

We regularly attend high school career fairs and have certainly noticed that the conversation has changed from what employees can offer our organisation to what we can offer them. That's why I believe that more focus must be placed on working alongside employees on a more personalised basis to explain the different aspects of the benefits package and implications that this may have for them. For example, one of the challenges that we often face is having some employees reluctant to learn about, or join, the workplace pension

as they plan to travel or retire in their home country (outwith the UK) and are unaware as to how this would affect their pension savings in the UK. Through spending time with small groups of employees who may be in similar situations, employers can provide more specific and relevant information, for example, helping to explain the implications of accessing/transferring UK pensions at retirement, or making employees aware of the other benefits available to them that they could better utilise to suit their needs.

LINDA STIGTER

*Director of People and Culture,
Four Seasons Hotel*

When communicating the employee benefits package, one of the key factors that I believe is particularly important is altering the message depending on the audience. For example, for a lot of young people, the opportunity to invest in a pension, despite being seen as a good benefit, is often considered relatively unimportant for them as they cannot access the pension until

much later in life. However, through turning the focus towards the benefits of tax-relief, and the fact that investing more in a pension means that some of the money that they would normally pay to the government as income tax can be paid into their pension pot instead, it is a great way to increase engagement and encourage saving from a younger age.

NINOSKA LEPPARD

*Group Personnel & Development Director,
Corbin & King*

Financial wellbeing is an extremely relevant issue at the moment and should be factored into the benefits package. However, many employees may not fully engage with financial wellbeing sessions as there is often a vast amount of information to absorb, and with some topics naturally irrelevant to certain

groups, it can be off-putting. Through focusing on offering more specific educational sessions that might align with particular segments of your workforce, this can really help to increase engagement and hold a much more valuable and lasting impact on the individual.

DAWN VERMEIRE

*Director of Human Resources,
Grosvenor House Suites by Jumeriah Living*

I believe that the delivery of key, relevant and regular messages is vital in helping to increase employment engagement.

To tie in with the needs of our younger demographic, we regularly utilise our social media platforms to keep them updated with regular reminders circulated at key times, for example, reminding staff of the hotel discount offers in spring/summer season. At the same time, we also continue to utilise more “old school” methods of communication such as posters and leaflets in our staff room. As the

majority of our team visit this area each day, we still see this as an important method in communicating the key messages.

We are completely aware that staff will all have different preferences on how they best interpret and understand information, and therefore believe that a multi-platform approach is imperative to ensure staff members are consistently updated and reminded of the benefits in a way that resonates with their individual needs and ever-changing circumstances.

EMMA JAYNE

*Director of People and Culture,
The Dorchester*

Many of the financial, health and wellbeing benefits offered can naturally be quite difficult to understand, which I think is one of the main reasons that employees often discredit these. Recently, members of the DAM team came to The Dorchester to provide a more in-depth explanation of some of the benefits (for example, life assurance and income protection) to our HR team, and we were actually surprised

ourselves at just how valuable these benefits are. Without taking the time to properly educate the workforce on how each of the benefits work, we risk them being overlooked as part of the total employee offering. Through spending time educating middle management teams on the benefits package, this will help to ensure that vital information can be filtered through to the entire workforce.

Conclusion

Whilst it is clear there is no one size fits all approach to employee benefits, our research does reveal a range of interesting findings with regards to the expectations of the modern-day employee, and how employers can adapt to accommodate them.

Moving away from the more traditional form of communication, employees now expect their employer to be more flexible in their approach and communicate with them in a way that satisfies their needs – whether that be F2F, email, or via an online portal. **Pushing regular and relevant snippets of information on to the employee via a multi-channel approach is key.**

Findings from the research also highlight the discrepancies in the knowledge and understanding of the main benefits amongst different generations. Younger employees typically lack an understanding of some of the longer-term aspects, meaning that benefits such as the company pension scheme - that should be considered a key retention tool - are typically not well understood.

More focus should be placed on providing a clearer understanding of each of the benefits available and how they can be utilised to value the individual employee. In doing so, companies will be in a much better position to clearly demonstrate the value of the benefits package to their staff, and thus utilise this more effectively as a key retention tool.

And with collaborative working central to Millennials and Generation Z, employees are now expecting their employer to adopt a more collective approach and work alongside them to ensure they are maximising value of the benefits available. **Employers should**

make it their business to learn from their staff – about their aspirations, goals and what makes them tick – **so that they can ensure they are continuously utilising different aspects of the benefits package to meet their ever-evolving needs. The individuals benefit package should be reviewed on a regular basis to accommodate this.**

Finally, as society continues to shine a spotlight on the importance of positive mental health and wellbeing, the research findings suggest that this emphasis should also be manifested in the workplace. Offering a range of financial education sessions that align with the employee's life stage, employers have the opportunity to not only reduce stress, and effectively increase employee productivity, but also show staff that they care about them and want to support them.

After all, it is a great feeling when employers basically tell staff “we want you to feel great”, especially when its not something they have to do, but something they identify as being an important component of feeling positive in the workplace.

DAM

Making Pensions Personal

Key Findings

- 1. Combining technology with more traditional forms of communication, employers have the opportunity to share relevant insights into the employee benefits package in a way that resonates with the individuals needs.**
- 2. Education is key in helping employees understand the value of the benefit package. For many employees who may simply consider salary when comparing one workplace to another, offering clear and relevant information that aligns with the circumstances of employee groups can help to demonstrate the total value of what is on offer.**
- 3. Employee benefits should be reviewed on a regular and ongoing basis, with employers working collaboratively with employees to ensure they are optimising the value of the benefits available.**
- 4. Financial wellbeing is not a one and done thing. It has to be regular engagement, little and often, breaking down the journey into manageable chunks.**

This report is intended for informational purposes only, based on information collected by Davidson Asset Management Ltd, as well as information available in public domain. Unless otherwise indicated in the report, all percentages and statistics included in this report are based on the information and specific responses collected via primary research.

While the information provided has been obtained from sources believed to be reliable, Davidson Asset Management Ltd do not attest to its accuracy. No representation is made regarding the completeness, accuracy, timeliness or suitability of the information contained within this report.

Davidson Asset Management shall in no case be liable for any direct, indirect, damage or loss which may arise or derive directly or indirectly from use of or reliance on the information contained in this report. No part of this report may be reproduced, reprinted, stored or transmitted in any form or by any means without the prior written permission of Davidson Asset Management Ltd.

Appendix 1 - Our DAM Financial Wellbeing Strategy

Our thoughts: No matter who you are, what age you are or what stage of life you are at, money can cause a great deal of stress, and negatively impact your mental and physical health.

Our vision: Financial guidance should be easily accessible and regularly offered to all employees to help them work towards a state of being financially healthy.

Our agenda: Utilising a range of platforms and delivery methods, we aim to promote financial wellness amongst employees as they move throughout different life stages and experience different financial struggles and pressures.

Our delivery: Combining tradition with innovation, we offer a range of financial wellbeing tools to help employees navigate various life stages; providing relevant information, content and support each step of the way.

Please contact DAM directly to find out more.



- Delivered by qualified financial advisors, our workplace financial educational sessions aim to deliver informative and relevant information on popular financial topics, tailored to meet the needs of individual employee groups.

- Designed to provide a unique platform for DAM clients, our workplace hub offers key information on the range of benefits that employees are entitled to, as well as informative content on popular financial and wellbeing topics.

- Our online community is intended to offer jargon-free information on a range of popular financial topics, with a range of social media platforms utilised to signpost individuals towards the key information on a regular basis.

Glasgow

16 Sandyford Place
Glasgow
G3 7NB

tel: 0141 222 2045

London

Davidson Asset Management
Causeway House
13 The Causeway
Teddington
TW11 0JR

tel: 020 3908 5713

Manchester

Peter House
Oxford Street
M1 5AN

tel: 0161 913 2097



email: info@damgoodpensions.com

website: damgoodpensions.com



social media handle: [@damgoodfinance](https://www.instagram.com/damgoodfinance)