

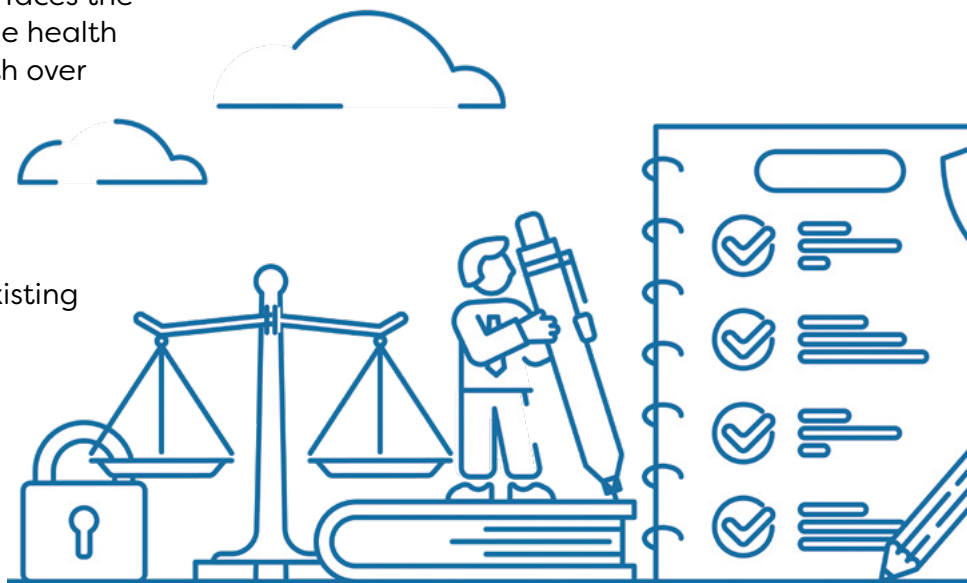
Case Study



Vivup Staff Benefits Cumbria Northumberland Tyne and Wear NHS Foundation Trust Staff Benefits (319)

The requirement

Cumbria Northumberland Tyne and Wear NHS Foundation Trust faces the same challenges as many others in the health sector, recruitment and retention. With over 6500 staff serving a vast geography across the north of England, this is no small task for the workforce team. They have also struggled with no dedicated employee benefits hub to signpost their people to the existing benefits offering they had in place.



The Solution

Before reaching out to Vivup, the Workforce team surveyed their staff to find out what mattered to them when it came to their benefits. The team discovered that accessibility across all locations, simplicity and choice of benefits were important factors. Additionally, staff wanted retail discounts and access to salary sacrifice programmes such as home and electronics to help manage their finances better.

Once approval was given for the employee benefits platforms, the set up and implementation was completed within five working days and Vivup and the Workforce team got to work quickly customising their platform with additional pages to reflect their total employee offering. The HR team wanted to ensure the platform was built around the needs of their staff and demographics- so not one size fits all approach! Based on the results of the survey, they selected Payroll Pay benefits including Home and Electronics, Cycle to Work and the Bike Shop enabling staff to obtain the latest technology and bikes in a more affordable way. Lifestyle Savings provided staff with access to instant discounts and perks across hundreds of the UK's favourite high street and online retailers, including supermarkets, helping staff save money on what matters most, as well as overcoming high-street closures at a time when the Covid-19 pandemic was prevalent.

As with all NHS Trusts, staff communication is key to help promote a benefit offering internally across such a large organisation. Vivup has worked with numerous Trusts and has a tried and trusted formula for staff communication and engagement. For launch, a dedicated account manager and communications team worked in partnership with CNTW to ensure an exciting suite of branded staff communications were delivered via the platforms CommsHub. These included countdowns to launch date screen savers to help build excitement, high Impact emails, flyers and explainer registration videos- ensuring the message was circulated across numerous channels and addressed the challenges of the multi-generational workforce.

As part of the ongoing engagement plan, Vivup continue to supply monthly employee communications for the HR team to share with the workforce and a regular catchup call with their Client Success Manager to ensure the programme is delivering and employees are engaged.

The Results

Since its launch in late 2020, CNTW's employee benefits platform has been a huge success and has solved many of the Trust's initial challenges. The countdown to launch communications plan really saw an immediate benefit with a burst of pre-registrations for the Trust. This clearly demonstrated the need for a centralised benefits hub. Engagement has continued with high daily usage by employees accessing all pages, noticeboards, resources and especially Lifestyle Savings with thousands of visits.



“The Vivup employee benefits platform is fantastic! It is instantly accessible for all our people and it is perfect for a large trust with such a challenging geographical spread. Vivup’s brand values are head and shoulders above anything else we’ve come across and echo our own values and ethos. It’s not about a sales pitch, it’s an approach where our staff really connect with what they offer and we’ve already seen this in action over recent months. The professionalism of the Vivup team is excellent as well as the ongoing support we receive.”

Kim Carter, Workforce Development Manager at Cumbria, Northumberland, Tyne and Wear NHS FT