

YPO 319-23 Staff Benefits Framework - NHS Fife's Salary Sacrifice Scheme Case Study

The requirements

Our previous scheme had low employee engagement due to the low scheme limit of £1k and that it was only open for a 1-month window a year. They also didn't communicate well with us meaning we didn't get marketing materials etc. We were therefore looking for a new supplier to provide a year-round scheme with a higher scheme limit of £3k and for increased engagement through marketing materials or other engagement mechanisms.

There was a huge demand for a new scheme from NHS Fife employees. We were also receiving feedback that other NHS boards in Scotland had much better schemes than us, so we needed to upgrade ours to ensure our employee benefits match those of other boards.

We chose Halfords over other suppliers due to the high level of employee engagement that other suppliers weren't offering (roadshows etc). They were also the only provider that didn't try to 'sell' us other services whilst we held meetings for the Cycle to Work scheme, and we appreciated their ability to clearly and concisely provide an overview of the scheme and answer all our questions.

The solution

Halfords implemented a fully managed year-round salary sacrifice scheme with a higher limit of £3k. On top of this they have gone above and beyond with marketing materials, roadshows both in person and online, and even allowing employees the chance to win a £200 Halfords gift card among other competitions. They have also offered additional discounts through cycle-to-work exclusives which has been of great value. All of this has been made possible by having such an excellent client manager who communicates extremely well by keeping me up to date on all promotional activities/services and checking in regularly to see how our scheme is progressing.

The results

Since launching our scheme with Halfords in March 2024, we have had high uptake of the scheme with over 150 applications so far! We have also received a lot of positive staff feedback, especially around the in-person roadshow at our main site which greatly raised the profile of the scheme and allowed employees to ask questions and see a range of bikes. Finally, if there are any issues with our scheme they are handled quickly and professionally. Overall, we are extremely happy with our scheme and the great relationship we have built with Halfords!