



Nottingham City Council – Works Perks

Objectives

Nottingham City Council wished to 'become the employer of choice in the Nottingham area'. To attract new recruits and to retain existing employees they wanted to offer a benefits package that would appeal to all, could be communicated through a variety of means and deliver substantial savings.

Audience

12,800 employees of varying ages, sexes and with a mixture of job roles. Spread over a number of sites in Nottingham, some staff with computer access, others without.

Solution

Nottingham City Council created a bespoke version of the P&MM Lifestyle product (entitled 'Works Perks') to offer employees thousands of pounds worth of savings on a wide range of offers:

- Travel – Discounted flight bookings, holidays, city breaks, travel insurance, car rental and holiday extras
- Food & shopping – Discounted electrical goods, eating out, furniture, flowers, high street vouchers, CDs, magazine subscriptions, mobile phones, insurance and motoring
- Get Moving Nottingham – Discounts on health club membership and 2 for 1 golf
- Health & Wellbeing – Dental, vision and health plans
- Days Out & Entertainment – Cinema and theatre offers, restaurants, wine clubs, comedy clubs, DVD rental, days out at theme parks, zoos, ten pin bowling and attractions

The scheme also incorporates two government initiatives that offer savings on Tax and National Insurance:

- Bikes for Work – acquire a bike at a 40% plus discount, on the proviso that it is used for travelling to and from work 50% of its' ridden time.
- Childcare Vouchers – enabling parents to save money on childcare through Tax and NI savings.

Results

In the first 4 months since the launch of Works Perks:

- 2451 people registered to the website
- The target of 10% take up to the scheme was reached within 2 weeks
- Over £225,000 worth of sales have been processed on Childcare Vouchers
- Over £21,000 worth of sales have been processed on Bikes for Work

