

# HOW TO PROVIDE EFFORTLESS FINANCIAL STABILITY FOR YOUR EMPLOYEES

We share our insight for  
successful delivery





## KEY INSIGHTS

We're committed to getting the UK saving again because we know the contribution financial wellbeing makes to our overall health, happiness, home life and work life. Sharesave (SAYE) and the Share Incentive Plan (SIP) can make a positive difference to all employees' sense of financial wellbeing.

To help you benchmark your share plan design and its potential impact, we are sharing some key insights from our own customer data and the most recently published ProShare annual share plan survey (published June 2019).\*

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# SHARESAVE - An introduction:



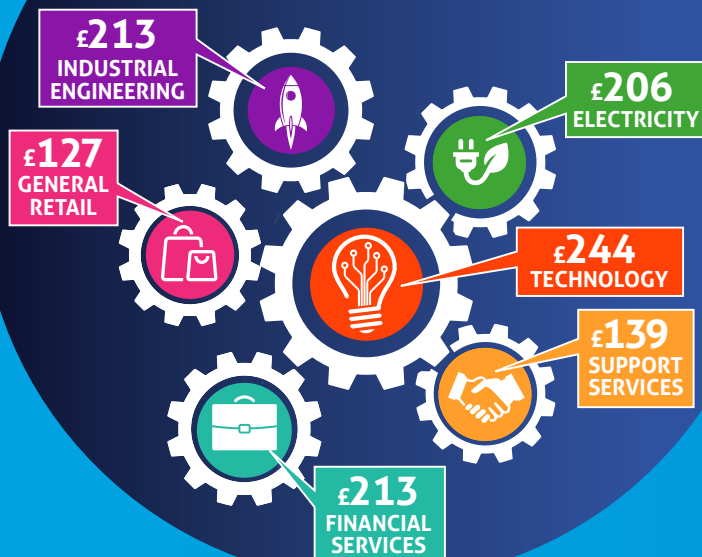
**£172**

## AVERAGE PARTICIPANT SAVINGS ACROSS ALL YBSSP CONTRACTS

£172 (ProShare survey results showed £162 for 2018)

## SECTOR ANALYSIS

there are some variances in average savings across different industry sectors



**51%**

## QUALIFYING PERIOD

51% of our clients operate Sharesave with no qualifying eligibility period (ProShare report 35%), even though companies can specify a qualifying period of up to 5 years

**100%**

## APPLICATION METHODS

100% of our clients make online applications available

We find providing a fully integrated digital customer experience instead of a simple online application process, encourages employees to access supporting information (such as financial education) and provides a clearer understanding throughout the life of the plan



## COMMUNICATIONS

Through our collaborative motivation tools we aim to encourage your employees to start a savings habit

We know from our research with the Leeds and Durham Universities\*\* that 40% of participants wouldn't save if they didn't save direct from salary. This is why we are also supporting our share plan product line with the instance access savings direct from salary through Salary Finance.\*\*\*

# SHARE INCENTIVE PLAN (SIP):

£87

## SAVINGS LIMITS - PARTNERSHIP SHARES

£87 is the average monthly contribution made by YBSSP share plan participants (ProShare survey results £99)

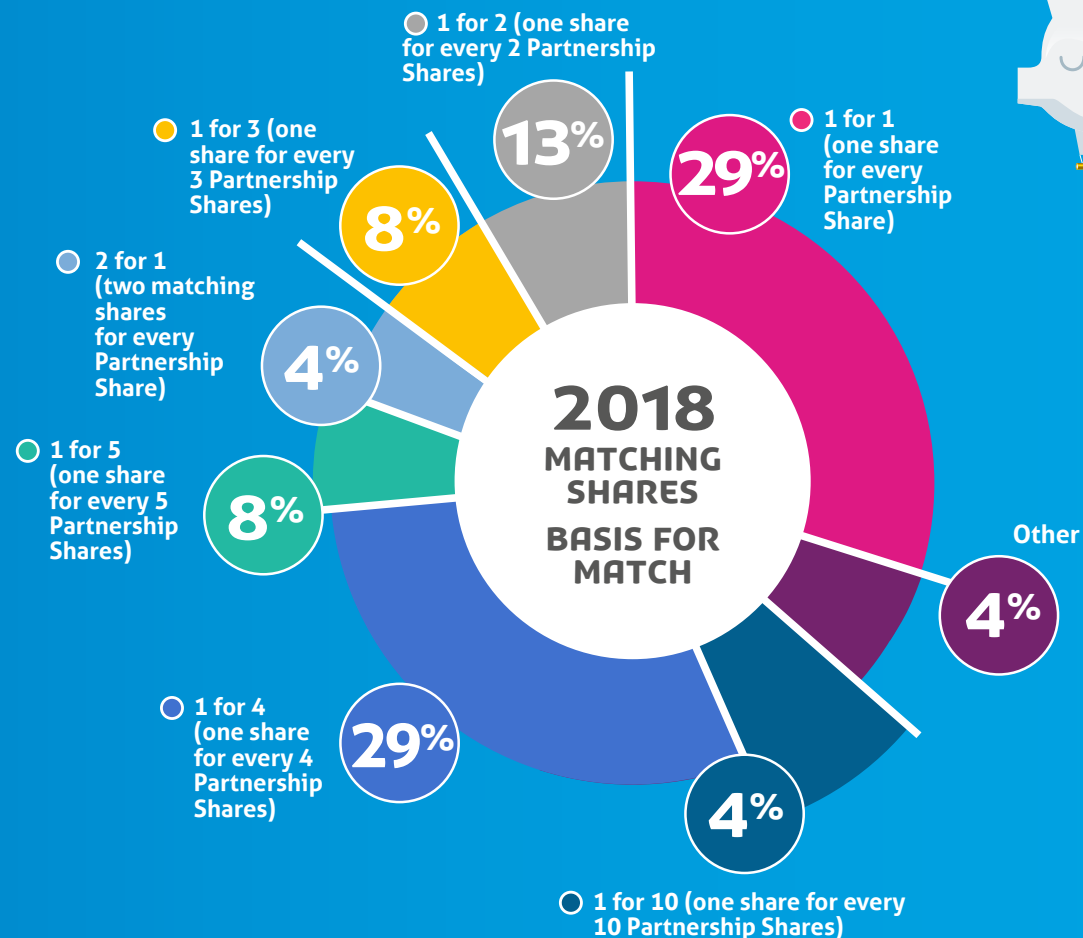
63%

## MATCHING RATIOS

63% of our clients offered matching shares (ProShare survey results 56%)

## MATCHING SHARES

Employers can give Matching Shares at a ratio of up to two Matching Shares for each Partnership Share bought by the employee, in 2018 (as in 2015 - 2017), the most popular match remains 1 for 1.



## Breakdown of the number of companies offering various matching ratios

MATCHING BASIS IN 2018	FTSE 100	FTSE 250	OTHER	TOTAL
2 for 1 (2 matching shares for every Partnership share)	3	3	9	15
1 for 1 (1 share for every Partnership share)	6	12	39	57
1 for 2 (1 share for every 2 Partnership shares)	1	3	15	19
1 for 3 (1 share for every 3 Partnership shares)	0	2	5	7
1 for 4 (1 share for every 4 Partnership shares)	4	1	11	16
1 for 5 (1 share for every 5 Partnership shares)	1	1	4	6
1 for 10 (1 share for every 10 Partnership shares)	1	2	5	8
Other	7	9	27	33

Data provided for 161 companies.

# GENDER SAVINGS HABITS

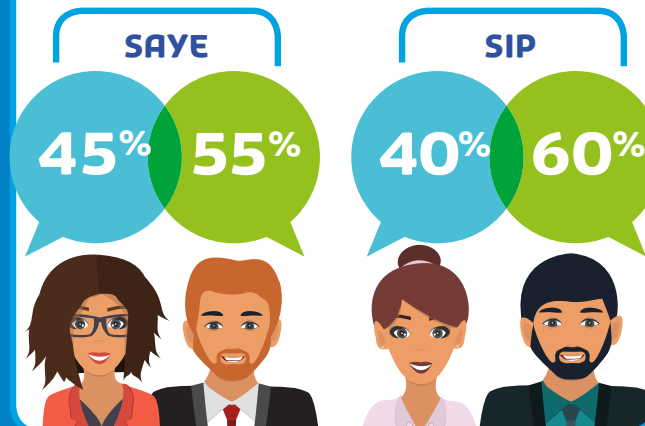
With our Financial Wellbeing and Education strategy our aim is to improve the overall engagement by motivating your employees to save and prosper, ensuring they feel empowered over their financial stability.



## ProShare - take-up and average savings

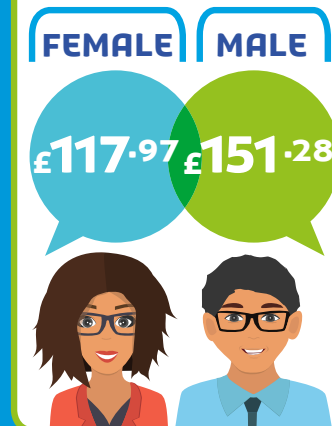
1

Difference in **take-up** between **SAYE** and **SIP**.  
Female and Male.



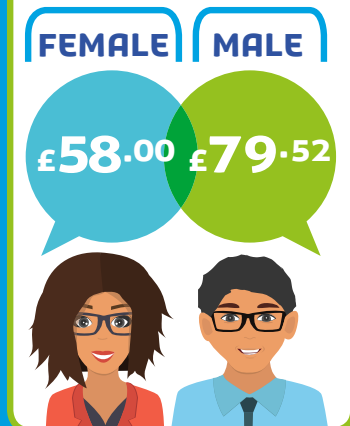
2

Difference in **average savings** for **SAYE**



3

Difference in **average savings** for **SIP**



4

## ProShare - average take-up split across 3yr and 5yr terms

	Quantity	Overall	
		Female	Male
3 year	397,789	47%	53%
5 year	64,406	35%	65%





## LIKE TO KNOW MORE?



We're here to help

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**Darren Smith**

Corporate  
Relationships Manager



**Michelle Merola**

Lead Relationship  
Manager



**Beverley Johnson**

Lead Relationship  
Manager

\*All data shown is based on YBS Share Plans 2017 data and the ProShare Annual Survey results published June 2018 based on 2017 industry data. ProShare results are shown where comparable statistics are available.

\*\* Data were obtained from a survey of Sharesave participants whose accounts are administered by YBS Share Plans. The survey was designed and distributed in conjunction with Professor Andrew Pendleton (Durham University

Business School) and Professor Andrew Robinson (Leeds University Business School). Participants were invited to complete the survey between October 2017 and January 2018 by following a web link to an online survey that was publicised in their annual Sharesave statements. Around 2,900 participants entered the survey with approximately 2,700 completing it in full.

\*\*\* Salary Finance and Yorkshire Building Society (YBS) shall be responsible

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