



# SUFFOLK COUNTY COUNCIL CASE STUDY

A SMART AND EFFECTIVE EMPLOYEE BENEFITS PROGRAMME THAT SUPPORTS WELLBEING  
THROUGH A COST-EFFECTIVE APPROACH



Suffolk County Council wanted to develop an Employee Benefits programme that would engage and satisfy their diverse workforce, while supporting employee wellbeing.

In response to their needs, we provided Suffolk with a wide range of employee benefit and reward solutions, as well as a communication plan to engage their staff both on, and offline.

We caught up with Tim Jermyn, HR Operations Manager at Suffolk County Council, about the drive behind implementing Employee Benefits and how the scheme is working...

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**WE FOUND THAT  
SODEXO REALLY  
TICKED ALL THE BOXES.**  
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# THE CHALLENGE

Suffolk County Council, employs approximately 5,500 people across the county, but with their staff scattered all over the county we had to be smart about how we could engage their disparate workforce through Employee Benefits.

Suffolk already had a benefits programme in place but they needed it to do more. Here's what Tim had to say:

"Employee Benefits are something we're able to add on as part of our rewards programme, they encourage people to stay... Our contract came to an end with our current provider, so we went out to market to see what was there.

We had to ensure we had a presence beyond a website, as although a large number of our staff are based at the Head Office in Ipswich, there are also lots of other workspaces across the county, from country parks to hospitals.

We wanted to ensure we could guarantee benefits like childcare and cycle schemes, but we wanted to see what else we could offer cost effectively. We had core benefits in mind which helped with flexible work arrangements and a wellbeing programme ... but we hoped to offer something different too".

**Tim Jermyn, HR Operations Manager.**

A man with dark hair and glasses, wearing a dark green t-shirt and a backpack, is smiling while looking at a red smartphone. He is standing in front of a brick building with large windows.

// WE HAD CORE BENEFITS IN MIND... BUT WE HOPED TO OFFER SOMETHING DIFFERENT TOO. //





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**IT'S WONDERFUL TO SEE MORE  
AND MORE PEOPLE USING THEIR  
BENEFITS YEAR ON YEAR.**

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## SO WHAT DID WE DO?

We provided Suffolk with a wide range of employee benefit and reward solutions to improve their overall offering but to also demonstrate a clear focus on supporting wellbeing. This included our full employee benefits platform housing lifestyle discounts, a Cycle To Work scheme, reloadable reward vouchers and an Employee Assistance Programme to support mental wellbeing.

In addition to the products and services within the programme, we created a tailored employee engagement plan with both online and offline communications to encourage engagement and uptake. In-depth analysis and reporting was also set up to understand usability, engagement and ROI – all of which was supported by Suffolk's dedicated Account Manager, Nicky.

"Now we have a wide range of reloadable vouchers and general benefits to engage our staff - we have an online presence and we encourage people to register by visiting the benefits page themselves, then we contact them directly through there.

We had to think carefully about what people would really want to use when first rolling out the programme. So, the fact Sodexo had access to so many high-street brands was really positive! With other schemes we looked at, the levels of discount were good but with companies people wouldn't have heard of. Plus, the Employee Assistance programme has the power to really help people".

**Tim Jermyn, HR Operations Manager.**

# POSITIVE OUTCOMES

Since partnering with Sodexo, Suffolk County Council have seen a huge uptake on the services their benefits programme provides. But not only this, Suffolk have also seen a positive rise in employee engagement with the business directly – win, win.

“It’s essential to have a strong offline and online presence and our account manager, has worked with her marketing team to deliver a comprehensive communications plan to support us with our internal comms - all of which help to increase visibility of the platform and keep it fresh in peoples’ minds.

We find providing employee benefits to be a really cost effective way to give people more - and it fits in well to our reward strategy. Plus, the **Employee Assistance programme has actually far exceeded expectations** and is something that we know has been really valuable to our staff.

Sodexo reports back on the scheme regularly. We don’t monitor retention as such, but we have seen a significant uptake from the previous supplier to Sodexo. We don’t test it to see it’s ROI – we just check its being used and growing”.

**Tim Jermyn, HR Operations Manager.**



## WORKING WITH SODEXO HAS BEEN VERY COST-EFFECTIVE FOR THE COUNCIL.



### 700+

WELLBEING CASES SUPPORTED IN 12 MONTH PERIOD THROUGH EAP

AS WELL AS A HUGE RANGE OF OTHER SERVICES TO

## SUPPORT WELLBEING

GYMS, CYCLE TO WORK, ANNUAL LEAVE, FINANCIAL WELLBEING

### £200K SAVED

IN NI CONTRIBUTIONS FOR THE COUNCIL

### £430K

SPENT ON LIFESTYLE DISCOUNTS AND RELOADABLE CARDS

RESULTING IN A HUGE SAVINGS FOR EMPLOYEES OF

### £42K

# WORKING WITH SODEXO

“When we started looking for a new provider, we did it through a framework – and found that Sodexo really ticked all the boxes. They’ve just impressed us and since working together they’ve shown themselves to be far better than our previous provider.

Sodexo have been great at helping us reach different touch points – every year we run lots of wellbeing events – where different representatives will come and help promote health and wellness – and Sodexo will always come along to help explain the relevant employee benefits.

Our account manager Nicky is excellent; we have a great relationship and she’s very responsive. The account management has been a very positive experience for us and we’re really happy with what Sodexo does for us”.

**Tim Jermyn, HR Operations Manager.**



**SINCE WORKING  
TOGETHER WE  
HAVE BEEN REALLY  
IMPRESSED.**







# GET IN TOUCH

We are the UK's leading experts in employee engagement, we believe in the importance of people, we believe in their Quality of Life and we believe in improving the employee experience at work and beyond.

Whether it be becoming an employer of choice, improving the loyalty and retention of your people, a greater alignment to your cultural values, achieving a higher performance or ultimately improving the engagement of your company – Sodexo gives you the tools and the power to make it happen.

[www.sodexoengage.com](http://www.sodexoengage.com)