



JAN 2021

# EMPLOYEE BENEFITS 2021

**The definitive guide to what  
employees want**



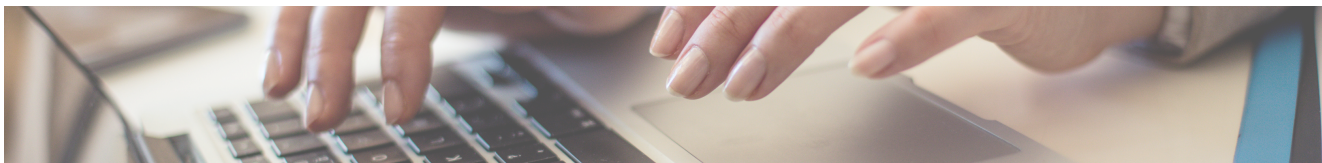
# EVERYTHING HAS CHANGED

When the first lockdown was announced in March 2020, all of our working lives were transformed overnight.

The changes have taken British companies in directions that many never anticipated. Back in 2019, for example, just 5% of the UK workforce worked from home, but now, that figure is closer to 50%.

**How can you attract and retain the best talent when the workplace is evolving at such a pace?** How can you keep your employees motivated when stress levels are at a record high? How can you better reward staff when belts are being tightened?

Vestd has partnered with YouGov to find the answers to these pressing questions.



Over the following pages, you'll find out how best to support and **motivate your teams in 2021**. And you'll also discover the nation's biggest demotivators, guaranteed to de-energise any workplace in seconds.

So to find out how to avoid those, and how to light a fire under your team, let's dive in...

# A NOTE ABOUT THE RESEARCH



Vestd and YouGov surveyed more than 2,000 adults between the 18th - 21st December 2020. The survey was carried out online.

The figures have been weighted and are representative of all GB adults aged eighteen or over.

# WHAT MOTIVATES THE UK'S WORKFORCE?



Incredibly, the number one factor that motivates most Brits is something that costs absolutely nothing.

Being **appreciated and thanked by managers** is the number **one motivator**, selected by over a third of respondents.

Recognising good work is a quick win for employers trying to empower and stimulate their teams. So if you are a bit shy on the gratitude front, today's a good day to break that habit.

After recognition, **'a large salary'** perhaps unsurprisingly bagged second place. But if that's unachievable for your enterprise right now, **'working with purpose'** secured third place with 27% of the vote, giving you room for manoeuvre.

Help your employees feel that they are contributing to something larger than themselves by creating a strong company mission.

By working towards a greater common goal, you can help your team members see their place in the bigger picture.



# AND IF THEY WERE TO CHOOSE ONE JOB OVER ANOTHER...

When choosing one job over another with identical pay, **flexibility** would tip the scales for a whopping **66% of UK workers**.

The ability to work from home (or anywhere) with flexible working hours is now a serious consideration for the British workforce.

If you are able to offer these perks and you don't, you could be closing your business off to a high percentage of job seekers.

In second place, nearly **one in three** stated that a **company share scheme would tip the balance for them**. The great news is that you don't need deep pockets to offer a share scheme.

Vestd, the share scheme platform, starts at just £100 per month for up to 10 team members. Set up a scheme to avoid talent loss and ensure that job seekers choose you over the competition.



**Job seekers  
want flexible  
conditions...  
and shares in  
the company.**

# HAVE 'QUIRKY OFFICE PERKS' HAD THEIR DAY?

For years, HR publications have been filled with tips to help you create a more fun 'Google-inspired' office environment.

But the concept of quirky office perks, like sleeping pods and games rooms received an **notably mild response** from our survey respondents.

Only **16% of men and 18% of women** still think that these benefits are important.

Perhaps the comparatively low enthusiasm (when pitched against flexibility and share schemes) is a sign of the times.

With office life on the decline and work/life balances thrown into disarray, **who needs a company slide and seesaw?**



Cool offices  
are no longer  
a big  
attraction.

# A FUNDAMENTAL QUESTION.

We wanted to know whether Brits would rather work for an organisation that had an excellent reputation for wellbeing, or one that would pay them a higher salary.

Incredibly, **65% of people were unequivocal in choosing wellbeing over cash.** And when split by gender, this question revealed that 73% of women would choose wellbeing every time.



Wellbeing is being  
prioritised over salary.

This revealing statistic demonstrates the **importance of creating positive company cultures**, particularly in these turbulent and unpredictable times.

With stress, anxiety and depression levels currently tracking 'far in excess of levels usually seen in the UK', it's vital that employers do all they can to **proactively look after their employees'** health and wellbeing.

# TOP TIPS FOR CREATING AN EXCELLENT CULTURE OF WELLBEING

To enhance your team's wellbeing, [Mind.org](https://www.mind.org.uk) recommends the following:

- **Reclaim the lunch hour** - ensure that your team is encouraged to take their whole lunch break, and that they spend some of that time outdoors if possible.
- **Hold group activities** - even in these times, it's still possible to host team quizzes or hold shared activities. Why not have a shared cooking session, or a meditation hour?
- **Get the work/life balance right** - this is especially important now that people's homes have become their offices. Ensure that team members have clear boundaries between their work life and home life.
- **Be open** - make sure that your team knows that your door is always open if they need help. Make sure that nobody suffers in silence by making yourself available to them.

COVID19 has created all sorts of challenges for people in their home lives.

**If employees have to juggle childcare with work, it's not the end of the world.**



# THE MOST DEMOTIVATING FACTORS IN THE WORKPLACE

We gave people a list of demotivating factors and asked them to choose the ones that resonated the most for them.

They were asked to select as many as applied to them. **The top five are:**

- 70% Poor communication from management.
- 68% Poor salary and/or benefits.
- 63% Job insecurity.
- 60% Micromanagement
- 57% Lack of confidence in management/leadership.

**Two in three people listed poor communication from the top as their ultimate demotivator**, and it's clear from that statistic that employers must ensure that all team members are kept in the loop with information relevant to them.

Regular check-ins, team meetings and communication platforms (such as Slack or Basecamp) can help keep everybody up to speed. Regular communications can help to foster **confidence across the team** too.

# OTHER SUGGESTIONS TO MITIGATE THE TOP FIVE DEMOTIVATORS.

Poor salary can be remedied if you have the necessary funds, but if not, a benefit package that includes **company shares or options** could help to get your team back on track.

By offering them benefits like these, you'll also be giving them a stake in the company, which provides a sense of ownership that can be **transformative**.

And if you suspect that you are a micromanager, take a step back. Numerous studies demonstrate that micromanagement dulls enthusiasm and kills creativity.

Since the start of COVID19, there have been many horror stories about companies monitoring keystrokes or finding other ways to spy on team members working from home.

Such actions only serve to damage working relationships so if your company has adopted any of these methods, it might be time to **review your practices**.

# ONE IN FIVE CURRENTLY IN EMPLOYMENT ACTIVELY LOOKING FOR NEW JOBS.



One in five employees are actively looking for a new job.

## Are your team members among them?

Of the fifth of people currently job-hunting while already employed, most of those are younger workers. We found that **a third of 18-24 years** already in employment are actively looking for work elsewhere.

By contrast, only 8% of those over the age of 55 are looking for new employment. This pattern is mirrored across nearly all regions across the UK suggesting that younger people are feeling anxious about their jobs right across the country.

By following the advice outlined in this report, you can better **defend your company against talent migration.**

# EMERGING INTO A NEW YEAR.

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**More than half of Brits are feeling 'fairly positive' or 'very positive' about 2021**, which is great news considering the year we've all had!



Unsurprisingly, most survey respondent's predictions for 2021 centre around COVID19. Working from home was a frequent topic of discussion, with **two in five believing that working from home is here to stay**.

We also received many **diverse predictions** that demonstrate the confusion and mixed feelings about the year ahead...



# **“UNCERTAINTY WITH CORONAVIRUS RESTRICTIONS. COMPLETE CHAOS FROM BREXIT THAT COULD SEVERELY IMPACT THE BUSINESS.”**



“Same as last year.”

“We will succeed.”

“Hopefully a return to some normality.”

“I think people will be moving back to working back in offices throughout the year.”

“Continued homeworking.”

“Economy should pick up.”



If you want to give your team **a sense of purpose, of ownership and dedication**, a company share scheme might be just the thing you are looking for.

Our results show that Brits see **share schemes as a way to enhance the workplace** in many different ways but the top four reasons to have them are:

- 1.They help to retain key staff members.
- 2.They help to create and maintain a sense of team.
- 3.They increase productivity.
- 4.They demonstrate respect from management.

One **third believe that you can hold on to your top hires by offering shares** or options and just over a quarter feel that share schemes really bring a team together.

If this sounds interesting to you, why not get in touch with [Vestd?](#)

Our friendly experts can take you through your options with no obligation to sign-up.

# CONCLUSIONS



2020 was a tumultuous year and nobody can confidently predict what is ahead.

However, with vaccines on the table and a Brexit deal completed, **2021 looks to be a promising and better year for us all.** And by responding to the needs of employees, companies can better position themselves for resilience and performance, whatever happens.

Equally, by rooting out bad habits, businesses stand a better chance of keeping hold of their top performers and creating attractive company cultures.

**To the year ahead!**

# ABOUT VESTD

[vestd.com](https://vestd.com)

Vestd is the first and only regulated share scheme platform for SMEs in the UK. Thousands of people use it to manage and monitor their equity.

The platform was specifically designed and built to help SMEs launch and manage share and option schemes. Customers benefit from ongoing access to our in-house team of equity experts.

If you'd like to speak to one of our friendly experts, [click here to book a free consultation.](#)

