



Case Study

Organisation: West Midlands Police

Location: Covers the three major centres of Birmingham, Coventry and Wolverhampton. It also includes the busy and thriving districts of Sandwell, Walsall, Solihull and Dudley.

Number of employees: 10,800

Summary

West Midlands Police is the second largest police force in the country, covering an area of 348 square miles and serving a population of almost 2.8 million. The force deals with more than 2,000 emergency calls for help every day, as well as patrolling the streets and responding to incidents 24-hours-a-day, seven days a week. They currently have over 10,800 employees, which is increasing through the recruitment of additional police officers.

The Challenge

In 2016 the force launched the 'People Deal' - which outlines the commitment that all the officers and staff make to the public, their colleagues and themselves, and their pledge to staff and their benefits. This included:

- Employee benefits accessible to all, in one place, via online self service
- Range of benefits which appeal to different life and career stages and include health promotion and support and advice for those with caring responsibilities.

The Solution

As part of this pledge, the force launched the employee benefits platform giving everyone access to a range of salary sacrifice schemes including the purchase of additional leave, car leasing, cycle to work scheme, and of course the home tech scheme; along with access to hundreds of discounts for retailers, days outs and holidays. In addition, a wellbeing portal was launched giving access to a range of services across a wide range on health issues, and 24/7 access to support and advice.

“ I found the salary sacrifice scheme really easy to use, and it took the hassle out of having to shop around high street retailers. My item was delivered at a time that suited me, and having the deduction come out of my wages meant I didn't have to worry about setting up a direct debit. I would recommend it to anyone looking forward to getting some new technology or gifts! ”

Participating West Midlands Police employee

“ Employees appreciate the ease of the scheme, not having to shop around and the hassle-free deductions direct from their salary – once they have chosen their items, everything else is taken care of. ”

Jo Middlebrook-Owen, Reward Manager – West Midlands Police

2016
Year benefit implemented

1,019
Technology orders placed to date

11
Scheme order windows ran to date

Help increase engagement and motivation by employees feeling valued and rewarded by their organisation, which increases workforce engagement, motivation and morale, can help reduce absence, plus improve positive engagement in a reward programme thanks to increased take-up rates.

As one of the first forces to recruit officers studying for a degree/graduate diploma whilst they train, they are promoting a positive experience from the start of their journey with WMP. Student officers are immediately offered the opportunity to purchase laptops/tablets to support their studies, spreading the cost through the student tech scheme, providing a positive experience even before they've started in their role.

Improved financial wellbeing – helps employees by spreading the cost and can assist lower-paid employees by providing an affordable solution to access new technology for them and their families.

The scheme has proved extremely popular with individuals, particularly around Christmastime for purchasing gifts and over the summer months through the purchase of laptops for family members heading off to college/university. This scheme allows individuals to provide for their families (or even treat themselves) without having to worry about the upfront costs.

Provide great benefits with no/limited budget – it helps to have a fully managed service, with minimal administration, no set-up or ongoing charges and all marketing included.

Users of the benefit have fed back that they appreciate the ease of the scheme, not having to shop around and the hassle-free deductions direct from their salary – once they have chosen their items they can just forget as everything else is taken care of for them.

Years	No. of Schemes	Staff Orders	Salary Reductions
2016-2020	11	1,019	£852,194.72