

14 September, 2015

**FOSTER DENOVO LAUNCHES 'MYBENEFITSATWORK'  
-Bankhall partners with national client to enhance offering to  
member firms-**

The national firm of financial advisers, Foster Denovo ([www.fosterdenovo.com](http://www.fosterdenovo.com)), has launched a new online service - *Mybenefitsatwork* ([mybenefitsatwork.co.uk](http://mybenefitsatwork.co.uk)). *Mybenefitsatwork* enables employers of all sizes to communicate their employee benefits to their staff through an interactive website.

Bankhall, which provides a range of professional support services to firms that are directly authorised with the FCA, has agreed an exclusive partnership with Foster Denovo to promote the *Mybenefitsatwork* service to its 1,600 member firms. Bankhall has been closely involved with the compliance approval process for *Mybenefitsatwork* from the outset. As it worked with Foster Denovo on the new solution, the potential benefits for Bankhall's wider member firms and their customers became clear.

*Mybenefitsatwork* was originally created for Foster Denovo's charity clients.

The company sought to create a tool its clients could use to communicate their benefits to their entire workforce cost-effectively. Organisations - both private and public sector - employing 500+ staff that use *Mybenefitsatwork* can communicate from a cost of £0.20 per employee per month (1).

Roger Brosch, CEO at Foster Denovo, said: "We are constantly innovating and working with clients to deliver solutions to support them. *Mybenefitsatwork* is no exception and is another example of technology providing a solution to a communication problem and - in this case - helping to bridge the advice gap.

"We are also very excited about our partnership with Bankhall, who has been instrumental in helping us to develop and refine an effective compliance process for *Mybenefitsatwork*. We believe this relationship offers a strong route to market."

Stephen Gazard, managing director at Bankhall, said: "We are always looking for new and innovative ways to provide our members with greater value and more support. When we started working with the Foster Denovo team on the compliance process for *Mybenefitsatwork*, we quickly saw that this could be a great addition to our own member offering.

"We have negotiated a special rate for our member firms. As a result, they can now offer *Mybenefitsatwork* to their employer clients, to increase their service proposition and enable them to grow relationships and become more profitable."

Research (2) recently conducted by *Mybenefitsatwork* has uncovered that the vast majority of employers (95 per cent) believe the responsibility lies with them to keep their staff informed about changes to pensions legislation. And this is supported by the

fact that that three quarters (75 per cent) of employees believe the duty rests with their employer.

When it came to addressing what prevents employers from communicating their benefits more effectively, two thirds of employers (66 per cent) advised this was due to a lack of inclination. 44 per cent stated a lack of time was the main reason.

Ian Bird, business development director at Foster Denovo and founder of *Mybenefitsatwork*, added: "Our research only serves to support the need for cost-effective benefit communication tools. If employees don't understand their benefits package, then they won't ever truly appreciate or value what their employer provides them with. Equally, employers won't see a return on their investment."

Foster Denovo has already seen positive take up of *Mybenefitsatwork* across the charity and corporate sectors.

(1) Those employing 50+ staff will pay from £2 per employee per month, and those employing 1000+ will be from £0.10 per employee per month.

(2) July 2015 - Mybenefitsatwork commissioned Atomik Research to conduct two surveys. The first survey went to 100 business employers and 100 charities.

The second to 100 employees in businesses and 100 employees in charities.

**-Ends-**

Notes to editors:

**About Foster Denovo:**

Foster Denovo Limited is a national firm of financial advisers with eight offices across the UK. Its 75+ Partners provide financial advice to individuals and families, businesses and charities.

Advice for private clients covers the full range of advisory areas, including financial planning, retirement solutions, estate planning, mortgages and protection.

The company operates a dedicated charity division, Foster Denovo Charity Solutions, which provides award winning financial and employee benefits advice to charitable organisations and their staff.

Secondsight, the company's dedicated multi award-winning employee benefits division, provides financial education programmes, pension and employee benefits advice to businesses.

Foster Denovo also offers Enrolsme, an online automatic enrolment solution for small and micro businesses.

Foster Denovo was originally established in 2005 and completed its buyout from the Tenet Group Limited in 2007.

Foster Denovo Limited is part of the Foster Denovo Group, and is authorised and regulated by the Financial Conduct Authority.

### **About Mybenefitsatwork**

Mybenefitsatwork is designed to be an interactive communication tool. It enables employers of all sizes to communicate the benefits they offer – even if this is just a pension – in a friendly, accessible way, using every day language.

Employers can use Mybenefitsatwork as the cornerstone of their induction programme for new employees and to support their recruitment and retention strategies.

Clients already using Mybenefitsatwork have reported increased employee engagement levels and positive user experience.

The Mybenefitsatwork website is accessible by all employees, including those with mild visual impairments, low literacy and English as a second language.

It features BrowseAloud functionality.

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