



**Santander**  
Case Study

Zenith client since:  
July 2011

**Zenith**  
Intelligent Vehicle Solutions



## The Santander UK All Employee Car Scheme and Santander UK Essential Business User Car Scheme

The new car schemes were launched in 2011 by Zenith and bring Santander's company car policies together, across all Santander UK businesses.

Following the growth of the group and acquisitions, including of Abbey, Alliance & Leicester, Bradford & Bingley and GE Money, there was the need to consolidate and harmonize Santander's reward strategy and provide a benefit that would cater for all employees, not just business drivers.

The key aims of the schemes are to make Santander a more rewarding place to work, provide a cost effective and competitive 'all employee benefit', promote the Group's 'Go Green' strategy, improve driver safety and increase the competitiveness of the overall reward package; helping Santander to attract and retain the best recruits within the market.

Feedback from Santander colleagues highlighted a desire to not only offer a Company Car scheme for high mileage drivers but also an arrangement for casual and perk drivers.

Following a comprehensive review of the market, Zenith was awarded the contract to deliver a bespoke solution for the whole employee base. Zenith implemented and manage all parts of the contract in-house.

### **The car schemes comprise of two separate elements:**

Santander UK Essential Business User Car Scheme – available to 750 eligible UK business drivers throughout the Santander group.

All eligible drivers cover more than 8,000 miles a year on business and are based in Santander offices nationwide.

The choice list consists of models from BMW, Ford, Jaguar, Mercedes, Skoda, Seat, Mini, Audi, Land Rover, Mitsubishi, VW, Volvo and Vauxhall and is split into grades, to ensure that it provides the optimum solutions for the different types of business drivers.

Analysis was carried out by Zenith on the whole life costs of vehicles, on several combinations and numbers of badges, with the aim of balancing cost against providing a wide range of choice. Badges were limited to BMW, Mini, Audi, VW and Vauxhall to improve manufacturer discounts and increase cost efficiencies, whilst still providing access to a wide range of premium cars.

Santander UK All Employee Car Scheme – this is a salary sacrifice scheme which is open to the wider Santander UK employee base. The scheme is available to all permanent employees, provided that the salary sacrifice does not take them below the National Minimum Wage. Zenith carried out a whole life cost analysis for different combinations of manufacturers to help Santander decide on the best choice lists.

### **Tom Manahan, Group Fleet Manager for Santander comments:**



We did a lot of notifications to employees about what was coming and had 22 orders by the first morning. The website has been a very good marketing tool and we are looking to develop that further, with a new campaign in the third quarter of this year.

What we are introducing is a fantastic benefit at no cost to the business, so it is a no-brainer really. And from our internal survey, it does appear to be improving retention.





One of the first recipients of a new car under the Santander UK All Employee Car Scheme was Louise Rudd, Santander Global Facilities – Service Manager, who ordered a Mini.

**Louise comments:**



Overall the experience of ordering my car was excellent. The website is easy to navigate and there was a huge choice of vehicles for me to select from. After deciding which car was the right one for me I placed my order, received regular updates so I could track my car from order to delivery. As part of delivery I was given a full briefing by the local Mini dealer and my car arrived ready for me to drive off in. Taking delivery of a new car has given me peace of mind and reduced my overall running costs.



## A Greener Scheme

### Santander Essential Business User Scheme

- CO<sub>2</sub> Emissions Cap – 140g/km or 160g/km CO<sub>2</sub> emissions, depending on the grade
- Average CO<sub>2</sub> emissions on the scheme – 109g/km

### All Employee Car Scheme

- CO<sub>2</sub> Emissions Cap – 120g/km
- Average CO<sub>2</sub> emissions on the scheme – 102g/km

National average CO<sub>2</sub> emissions – 124.6g/km (SMMT New Car CO<sub>2</sub> Report 2015)

## An Award Winning Scheme

The Santander Car Schemes won the award for ‘Most effective travel strategy for business and perk car drivers’ at the Employee Benefits Awards 2012. In naming Santander as the winner, the judges commented that they were impressed by Santander’s environmental focus, CO<sub>2</sub> savings, inclusivity and great branding.

**employee  
benefits  
AWARDS 2012**



The new scheme has met all of Santander's initial objectives. Below is a summary of the objectives and how these were met:

Key aims	How the aims were met
Making Santander a more rewarding place to work	Both schemes have been highly successful, with the first orders being taken as soon as the schemes went live. On the All Employee Scheme there were 22 orders within the first morning of launch.
Promote the Santander 'Go Green' strategy	Average emissions for both schemes are well below national averages. The Essential Business User Scheme has average emissions of just 118g/km and the All Employee Car Scheme has average emissions of 107g/km.
Providing a cost effective 'all employee' benefit	The effective net cost to employees under the All Employee Car Scheme is as low as £151 per month for a 20% tax payer (24 months, 5,000 miles per annum selection) for a brand new car which includes all insurance, maintenance, servicing, road tax, accident management, windscreen and glass cover and replacement tyres. Santander has also been able to reduce the cost of providing the Essential Business User Scheme, through utilising Zenith's whole life cost modelling, by balancing choice with number of badges to maximise discounts.
Improving driver safety	As well as encouraging employees into newer, safer cars, all employees who join either scheme are licence checked at least once a year.
Increase the competitiveness of the overall reward package	Feedback from both long serving employees and new recruits emphasises the positive way in which the scheme has been received.

If you would like to find out more about how Zenith can help your business, contact us.

A: Zenith, Anglia House, Holly Park Mills, Calverley, Leeds, LS28 5QS

T: 0113 256 5565

F: 0113 256 4877

E: [info@zenith.co.uk](mailto:info@zenith.co.uk)

W: [www.zenith.co.uk](http://www.zenith.co.uk)