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# The business case for share schemes: A simple guide for employers

#SharingIsWinning



In conjunction  
with **National  
Share Scheme  
Day**

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# The business case for share schemes is *incredibly* compelling

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Not only do they help businesses go further and faster than they ever thought possible, but the data also shows that they can give recruitment and retention efforts a lot more firepower too.

Hopefully, reading through these facts and figures will motivate you to join a growing crowd of companies across the UK who've decided to slice the pie.

If you'd like help getting up and running, the friendly team here at [Vestd](#) can walk you through all of the need-to-knows, and help you get started on our easy-to-use platform. Book a call [here](#).

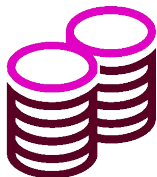
Happy sharing!

**Ifty Nasir,**  
Founder and CEO of Vestd



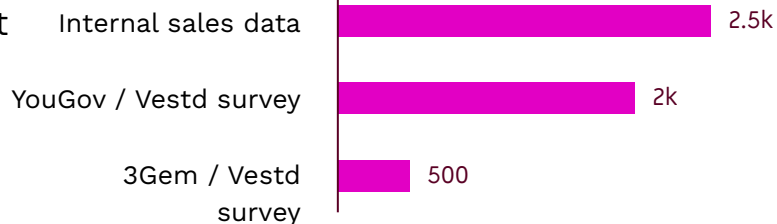
# Where do we get our data from?

We've also looked at studies from other respected organisations, such as HM Treasury and Manchester University.



Vestd has one of the biggest caches of share scheme data in the country.

Our dataset numbers 5,000+ people.

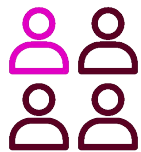


The short story? Feedback about sharing ownership is uniformly positive...

# What does the data say about recruitment?

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Recruitment is difficult when there's lots of competition. Luckily, share schemes are a big help.



Almost one in four customers chose a share scheme specifically to improve employee recruitment.

[Vestd customer data](#), April 2021

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93%

of Vestd customers confirmed that sharing ownership has helped with their recruitment efforts.

[3Gem / Vestd 'Share Scheme' survey](#), May 2020

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45%

of survey respondents said their share scheme had made it easier to attract talent.

[3Gem / Vestd 'Share Scheme' survey](#), May 2020

# Retention

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Your competition hates this one simple trick.

95%

of Vested customers said that their share scheme has actively helped to improve employee loyalty.

[Vested customer data](#), April 2021

From 2014-2017, turnover at ESOPs, was

10.8% - 27.1%

at non-ESOPs, according to National Center for Employee Ownership Statistics

[National Centre for Statistics](#)

60%

of survey respondents said their share scheme had made it easier to retain staff.

[3Gem / Vested 'Share Scheme' survey](#), May 2020

“ Thanks to our share scheme, I was able to retire early when the company was acquired, while most of the team paid off their mortgages. One of them paid off his mortgage and then had enough money left over to put down a large deposit on a flat for his brother who is disabled.”



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**Mark Bradbury,**

Founder and CEO at Apply Financial

# Productivity

Share schemes are rocket fuel for increasing effective, meaningful work.



## 56%

of survey respondents said sharing ownership has increased productivity.

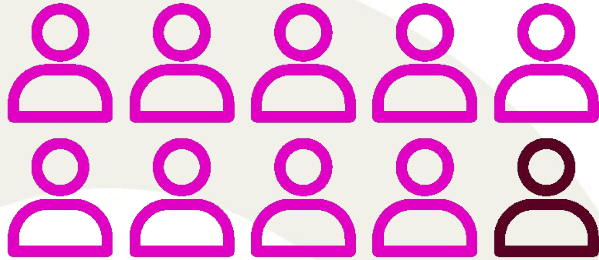
[3Gem / Vestd 'Share Scheme' survey](#), May 2020

[HM Treasury research](#) found that the effect of tax-advantaged employee share plans increases company productivity by

## 2.5% to 4.1%

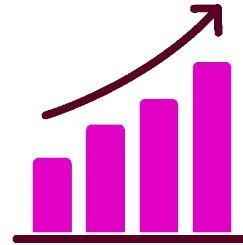
# Business Growth

And of course, switched-on, harmonised teams = success.



More than nine out of ten of Vestd's customers said their share scheme has helped their companies to grow and develop.

[Vestd customer survey](#), April 2021



Companies that share ownership posted growth of **10.2%, vs 7.7%** average growth in UK.

[GDP - Cass / Manchester Study](#), 2017



# Team alignment

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Get everybody locked and loaded on the same targets.



Almost everyone we surveyed said their share scheme had enhanced company culture and team alignment

[Vestd customer survey](#), April 2021

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42%

of respondents launched a share scheme specifically to align their teams

[3Gem / Vestd 'Share Scheme' survey](#), May 2020

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>50%

More of half of survey respondents said sharing ownership has improved team alignment

[3Gem / Vestd 'Share Scheme' survey](#), May 2020

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# Company culture

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Culture is a hard thing to cultivate but we know that share schemes can help to set the tone for the type of company that many aspire to be.

49%

of companies with a share scheme found that it had strengthened their Company culture.

[3Gem / Vested 'Share Scheme' survey](#), May 2020

# Sold?

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Why not launch your scheme in tandem with National Share Scheme Day?

Get involved and we'll help you celebrate your success.

All you have to do is talk on social media about the benefits of having a scheme using the hashtags **#SharingIsWinning** and **#NatShareSchemeDay**. We'll do the rest!

Choose **May 22nd** to launch your scheme and set things off with a bang.



# Ways to celebrate launching your scheme



1

**Have a launch party!** Get your gladrags on, some corks popping, turn the music up and make this a day to remember for your team.

2

**Host an employee appreciation day.** Shower them with gifts (and cake) and make everybody feel seen by the company.

3

**Host an employee awards ceremony.** Hand out gongs to those who've driven the company's success so far.

4

**Have a team-building day.** Go out for a boat ride, or take everyone ziplining - whatever fits with your company ethos. Mark the day in a way that works for you.

5

**Take everybody out for an expensive dinner.** The perfect way to mark a prestigious occasion.

# About Vestd

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If you'd like to take the next steps, Vestd is here to help.

Vestd is the most advanced share scheme platform for UK startups and SMEs. Thousands of people use our platform to launch, manage and monitor share schemes.

Book a call [here](#).



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#SharingIsWinning  
#NationalShareSchemeDay

May 22nd

